



Federal Communications Commission
Washington, D.C. 20554

May 8, 2008

Kevin Neyland
Deputy Administrator
Office of Information and Regulatory Affairs
Office of Management and Budget
Washington, D. C. 20503

Dear Mr. Neyland:

The Federal Communications Commission requests permission to make a submission in accordance with OMB's emergency processing rules (5 CFR 1320.13) for a DTV transition-related information collection, discussed below (OMB Control Number 3060-1115). We expect to publish a Federal Register Notice by May 9, 2008 informing the public of our request for OMB emergency processing of the information collection and with OMB's permission providing a 7-day public comment period. Thus, the comment period would close on May 15, 2008, and we would request OMB's approval for the information collection by **May 22, 2008**.

The Commission is seeking expedited emergency processing because, as described below, this collection of information is needed prior to the expiration of the normal 120-day time period associated with routine processing of information collections. As set forth below, this information collection is essential to the responsible and effective implementation of the Commission's mission, and the avoidance of public harm resulting from a less than successful digital television service transition.

Congress has established February 17, 2009 as the deadline for the transition from analog to digital television service. After that date full power television stations will not be permitted to broadcast an analog television signal. Consequently, people with analog-only televisions will not be able to receive an over-the-air broadcast signal unless they purchase a digital TV or digital-to-analog converter box or subscribe to a pay TV service. In light of this transition, the Commission adopted a number of requirements suggested in a letter from the Honorable John D. Dingell, Chairman of the Committee on Energy and Commerce, and the Honorable Edward J. Markey, Chairman of the Subcommittee on Telecommunications and the Internet, U.S. House of Representatives ("Letter"). These requirements were made available for public comment and approved by OMB.

The revisions that we propose to adopt will reduce the burden of this collection on the respondents to which they apply. Under the existing rules, manufacturers of television receivers and related devices are required to provide notice to consumers of the transition's impact on that equipment. These revised rules narrow the list of devices that are covered by these rules, provide additional time to prepare to include the required notices, and remove the requirement for the manufacturer's contact information to be contained in those notices, replacing it with the Commission's contact information. They also limit the parties responsible for inclusion of the notices, and push back the point in the manufacturing process at which the requirement begins. Under the existing rules, eligible telecommunications carriers ("ETCs") that receive federal universal service funds must provide monthly notices of the transition in the bills of their low

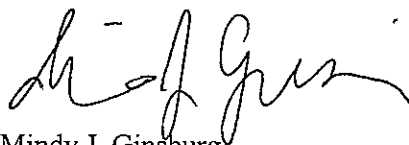
income customers. These revised rules permit ETCs to instead provide monthly notice via postcards or other methods, at their discretion. As with the previously adopted collections, these requirements will be in place for a limited time only.

Beginning January 1, 2008, television viewers were able to request coupons to subsidize the purchase of digital-to-analog converter boxes to attach to their analog televisions so that they can continue to work after analog broadcasting ends on February 17, 2009. Given this ongoing program, it is essential that consumer education continue in as effective a manner as possible. Record evidence shows nearly 69 million televisions in current use are analog-only, including 24 million in homes that also have cable or satellite subscription television service. 19.6 million U.S. households (17%) receive only over-the-air, broadcast signals. These are the households that will be most affected by the digital television transition and need consumer education to provide the information to enable them to obtain the equipment they need to continue receiving television service after the transition. Television service is essential not only for news, sports and entertainment, but also for emergency information, including weather alerts.

Emergency OMB approval is necessary for this collection to ensure that all consumers are aware of the transition from analog to digital television service as early as possible to minimize the burden to the public. The effective date proposed by the Commission provides for these consumer education efforts to commence as early as possible. Due to the limited period of time for which the requirements will be in effect, the urgent need to ensure that all television viewers are made aware of the upcoming digital transition, and the fact that more burdensome versions of these collections were very recently provided for public review and comment, we find there is good cause to obtain emergency OMB approval for this modified collection on the following schedule, so that the requirements may take effect immediately thereafter.

FCC staff is ready to work with your PRA Desk Officer to immediately provide any additional information needed to assure OMB's approval of this emergency request by **May 22, 2008**.

Sincerely,



Mindy J. Ginsburg
Deputy Managing Director