

# ISSUE ALERT

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## FCC DTV Consumer Education Order - Effective Date

As discussed in Issue Alert #08-05, the FCC released an Order on March 3 requiring certain entities, including all eligible telecommunications carriers (“ETCs”) with Lifeline/Link-Up customers, to provide digital television (“DTV”) transition information. The Effective Date of that Order is today, March 31, according to a press release issued by the FCC on Friday, March 28. Thus, the DTV transition notice requirement on Lifeline/Link-Up customer bills will run from April 30, 2008 (30 days after the effective date of the rules) through March 2009.

700 MHz auction winners are also required to file quarterly reports with the FCC indicating whether, in the previous quarter, they have taken any outreach efforts to educate consumers about the transition from analog broadcast television service to DTV and, if so, what specific efforts were undertaken. These quarterly reports aren’t due until the quarter after the initial grant of a license awarded as a result of the auction.

The notice provided by ETCs must be provided as a “bill stuffer” or as part of an information section on the bill itself. It must be noticeable, and convey at least the following information:

1. After February 17, 2009, a television receiver with only an analog broadcast tuner will require a converter box to receive full power over-the-air broadcasts with an antenna because of the Nation’s transition to digital broadcasting. Analog-only TVs should continue to work as before to receive low power, Class A or translator television stations and with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products.
2. Information about the DTV transition is available from [www.DTV.gov](http://www.DTV.gov), and from [www.dtv2009.gov](http://www.dtv2009.gov) or 1-888-DTV-2009 for information about subsidized coupons for digital-to-analog converter boxes.

The notice may also, at the ETC’s discretion, provide contact information for the DTV Transition Coalition. The notice should be provided in the same language or languages as the bill. If the ETC’s Lifeline/Link-Up customer does not receive paper versions of either a bill or a notice of billing, then that customer must be provided with equivalent monthly transition notices in whatever medium they receive information about their monthly bill. Finally, ETCs that receive federal universal service funds must provide this same basic information as part of any other Lifeline or Link-Up publicity campaigns.



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