

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
AND THE OFFICE OF MANAGEMENT AND BUDGET**

In the Matter of	)	
	)	
Viewer Notification Requirements	)	OMB Control No. 3060-xxxx
In Third DTV Periodic Report and Order,	)	MB Docket No. 07-91
FCC 07-228	)	

To: Nicholas A. Fraser, Office of Management and Budget  
Cathy Williams, Federal Communications Commission

**PAPERWORK REDUCTION ACT COMMENTS OF  
THE ASSOCIATION FOR MAXIMUM SERVICE TELEVISION, INC. AND  
THE NATIONAL ASSOCIATION OF BROADCASTERS**

The Association for Maximum Service Television, Inc. (“MSTV”)<sup>1</sup> and the National Association of Broadcasters (“NAB”)<sup>2</sup> hereby respond to the request for comment on the viewer notification requirements adopted in the Third DTV Periodic Report and Order.<sup>3</sup> We do not object to these viewer notification requirements, but we have asked that the Commission clarify that where more than one of the viewer notification obligations is triggered, a station may comply with the Commission’s requirements through the use of a consolidated notification that includes all of the elements required in each of the triggered viewer notification obligations.<sup>4</sup>

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<sup>1</sup> MSTV is a nonprofit trade association of local broadcast television stations committed to achieving and maintaining the highest technical quality of the local broadcast system.

<sup>2</sup> NAB is a nonprofit trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission, the Courts, and other federal agencies.

<sup>3</sup> See “Notice of Public Information Collection Requirements Being Submitted to OMB for Emergency Review and Approval, Comments Requested,” 73 FED. REG. 19214 (April 9, 2008) (“PRA Notice”).

<sup>4</sup> See *Third Periodic Review of the Commission’s Rules and Policies Affecting the Conversion to Digital Television*, MB Docket No. 07-91, Petition for Reconsideration and Clarification of MSTV and NAB (Feb. 29, 2008).

The PRA Notice asks for comment on whether the viewer notification obligation has “practical utility,” “ways to enhance the quality, utility, and clarity of the information collected,” and “ways to minimize the burden of the collection of information on the respondents.”<sup>5</sup> We respectfully submit that consolidated notices will enhance the clarity and utility of the notices for viewers and will minimize the burden on broadcasters. The Commission has established five different viewer notification requirements. While they each contain slightly different information, they are all similar. Where more than one notification obligation is triggered, a consolidated notice providing all of the unique information described in the separate requirements will help to avoid viewer confusion. The clarity and utility of the notification is enhanced by providing a streamlined notice instead of a bombardment of similar, but different, notices. It also would help to ensure that viewers do not “tune out” a notice that seems duplicative of an earlier, similar notice but actually contains unique information. Moreover, this clarification will help to minimize the burden on stations. If a station is subject to two viewer notification requirements, for example, it would not be efficient to require that station to provide eight viewer notices a day (including at least two in primetime), when four consolidated notices would reach the target audience with all of the information that the FCC has required to be provided. In light of the fact that consolidated notices would have more practical utility for viewers and for broadcasters, we respectfully submit that the requested clarification furthers the purpose of the Paperwork Reduction Act and is in the public interest.

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<sup>5</sup> PRA Notice, 73 FED. REG. at 19215.

Respectfully submitted,

/s/

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