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Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20054

Re: ***Ex Parte* Presentation**
MB Docket No. 03-15, RM 9832, Second Periodic Review of the Commission's
Rules and Policies Affecting the Conversion to Digital Television

Dear Ms. Dortch:

This is to notify you that on March 4, 2004, Michael Petricone, Vice President, Technology Policy, of the Consumer Electronics Association (“CEA”) and the undersigned met with Johanna Mikes Shelton, Legal Advisor to Commissioner Jonathan Adelstein, to discuss issues raised in the above-referenced proceeding.

Our discussion addressed the efforts of CEA, working with manufacturers and retailers, to foster consumer awareness and knowledge of the broadcast digital transition and the capabilities of related consumer products. CEA provided copies of materials that it distributes to retailers and consumers to educate them about digital products. (Copies of these materials are being filed as an enclosure to an *Ex Parte* letter filed today in this proceeding concerning a meeting with staff from the Media Bureau and Office of Engineering and Technology.) CEA’s materials evidence its sustained efforts to provide consumers with timely and accurate information on consumer digital products, including, in particular, information on the resolution of displays. In addition, consistent with our comments and reply comments in this proceeding, we discussed CEA’s opposition to mandatory labels and other issues related to the digital transition generally.

In accordance with Section 1.1206 of the Commission’s rules, 47 C.F.R. § 1.1206, this letter is being filed in the above docket and sent by email to Ms. Shelton.

Very truly yours,



David R. Siddall
Counsel to the Consumer Electronics Association