

Ex Parte Meeting Summary
DTV Converter Box Coupon Program

Date: July 25, 2006

Outside Attendees: Martin Vaessen, Senior Vice President and Project Director, ORC Macro
Chris Bishop, Vice President, ORC Macro
Mary V. Look, Executive Vice President, ORC Macro

NTIA Attendees: Bernadette McGuire-Rivera
Milton Brown
Alfred Lee
Wayne Ritchie

The outside attendees were advised about *ex parte* guidelines and told that we would primarily be listening to their briefing and that we would summarize the meeting as part of the record. They were also told to file their written comments in the formal proceeding.

ORC Macro presented itself as a research, analysis, data collection and IT firm. It's IT work is directed towards particular program. It has done media outreach to the public, established benchmarks, and provided data management. Some of its specific services include inbound/outbound call centers, printing services, and large mailings. It established a grants management system for NIH which helped to accurately identify individuals. It also has experience in fraud prevention measures in its work with the food stamp program.