



Digital Television Transition Expo

September 25, 2007
9:00 am – 1:00 pm



FINAL AGENDA

Digital Television Transition Public Meeting, Expo and Networking Event
U.S. Department of Commerce, Lobby and Auditorium

- 9:00 Digital Television Transition Expo Floor Open to the Public until 1 P.M.
See attached list of participating companies, organizations and institutions
- 9:30 Welcome
Bernadette McGuire-Rivera, Ph.D., Associate Administrator, NTIA
- 9:35 Opening Remarks

*The Honorable John M. R. Kneuer
Assistant Secretary for Communications and Information, NTIA*

The Honorable Kevin J. Martin, Chairman, FCC
- 9:40 Government Partners
*The Honorable Jonathan S. Adelstein, Commissioner, FCC
The Honorable Lisette M. Mondello, Assistant Secretary, Public and Intergovernmental Affairs, Department of Veterans Affairs
The Honorable Roberto Salazar, Administrator, USDA Food and Nutrition Service*
- 10:00 Industry Progress Report (*Assistant Secretary Kneuer to moderate*)
*Kyle McSparrow, President & CEO, Nat'l Cable & Telecom Assoc.
David Rehr, President & CEO, National Assoc. of Broadcasters
Gary Shapiro, President & CEO, Consumer Electronics Association*
- 10:45 Questions and Comments from the Public
- 11:00 Coffee Break
- 11:15 Stakeholder Progress Report (*Assistant Secretary Kneuer to moderate*)
*Michael Benjamin, Exec. Dir., Family, Career and Community Leaders of America
Christopher Hansen, AARP's Group Exec. Officer for State and Nat'l Initiatives
Larry Harris, Vice President of Merchandising, RadioShack
Loriene Roy, President, American Library Association
Doua Thor, Executive Director, Southeast Asia Resource Action Center
Walter Ulloa, Chairman and CEO, Entravision Communications*
- 12:15 Questions and Comments from the Public
- 12:30 Summary by Assistant Secretary Kneuer and Invite to Explore Expo Floor



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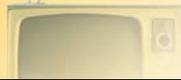


Expo Participants U.S. Department of Commerce Lobby

Association of Public Television Stations	
Broadcom	
Consumer Electronics Association	
Consumer Electronics Retailers Coalition	<p>Consumer Electronics Retailers Coalition</p> <p>www.ceretailers.org</p>
DTV Transition Coalition	
DIRECTV	
EchoStar	
Federal Communications Commission	
Ion Media	
IRISPortal	
Family, Career and Community Leaders of America	
LG	



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National Association of Broadcasters	
National Cable & Telecommunications Association	
NBC Weather Plus	
National Telecommunications & Information Administration	
RCA Audio/Video	
Samsung	
Verizon FIOS	