

FCC Seeks Comment on Children and Electronic Media

The Federal Communications Commission (FCC) is seeking comment on issues related to children's use of electronic media. The FCC's Notice of Inquiry on Empowering Parents and Protecting Children in an Evolving Media Landscape can be found at http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-09-94A1.doc. Comments are due January 25, 2010 and reply comments are due February 22, 2010.

The evolving electronic media landscape presents parents with both tremendous opportunities and critical challenges. On the one hand, electronic media technologies present many benefits for children, such as offering an almost unlimited potential for ways to educate children and provide them with the technological literacy needed to compete in a global economy. On the other hand, the technological developments that produce these benefits also present risks for children. The FCC's goal with the NOI is to gather data and recommendations from experts, industry, and parents that will enable us to identify actions that all stakeholders can take to enable parents and children to navigate this promising electronic media landscape safely and successfully.

The NOI seeks information on the extent to which children are using electronic media today, including television, cell phones and other mobile devices, DVD players and VCRs, video games and video game players, iPods and other MP3 players, and the Internet. The NOI also asks about the benefits and risks these technologies bring for children and the ways in which parents, teachers, and children can help reap the benefits of electronic media while minimizing the risks.

How to file comments:

When filing comments, you must refer to MB Docket No. 09-194. The easiest way to file comments is to use the FCC's online Electronic Comment Filing System where you can:

- submit brief comments at: <http://tiny.cc/brief614>
- upload a document with your comments at: <http://tiny.cc/upload348>

You may also submit comments to the Federal eRulemaking Portal at: <http://www.regulations.gov>.

Filers should follow the instructions provided on the website for submitting comments. Filings can also be submitted by mail, addressed to: Secretary, Office of the Secretary, Federal Communications Commission, 445 12th Street, SW, Washington DC 20554. More information about filing comments can be found at paragraphs 60-62 of the NOI.