

**Before the  
UNITED STATES DEPARTMENT OF COMMERCE  
NATIONAL TELECOMMUNICATIONS AND INFORMATION  
ADMINISTRATION  
Washington, D.C. 20230**

In the Matter of )  
 )  
The Household Eligibility and )  
Application Process of the Coupon ) Docket No.080324461-8462-01  
Program for Individuals Residing in )  
Nursing Homes and Households that )  
Utilize Post Office Boxes; Waiver )

**COMMENTS OF THE  
NATIONAL ASSOCIATION OF BROADCASTERS**

The National Association of Broadcasters (NAB)<sup>1</sup> hereby files comments in response to the Notice of proposed rulemaking<sup>2</sup> in the above-referenced docket. In this Notice, the National Telecommunications and Information Administration (NTIA) proposes to alter its Digital-To-Analog Converter Box Coupon Program rules to permit individuals residing in nursing homes or other senior care facilities to apply for and receive coupons for converter boxes that will enable analog televisions to receive and display digital television signals. NAB heartily endorses this proposal, which will enable millions of deserving older Americans to participate in the government converter box coupon program and

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<sup>1</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>2</sup> Notice of proposed rulemaking, Docket Number 080324461-8462-01, RIN 0660-AA17, April 24, 2008 (Notice; NPRM).

thereby maintain their television reception after the nation's full power broadcasters switch to all-digital transmissions on February 17, 2008. And, we urge NTIA to extend the full benefits of this program to all seniors.

NTIA also proposes in the Notice rule changes to permit an otherwise eligible household that utilizes a post office box for mail receipt to apply for and receive converter box coupons. NAB supports this proposal as well. With the safeguards against fraud and abuse that NTIA proposes, adoption of both of these proposed actions will include millions more deserving Americans in this important government program and will remedy the exclusion of both these groups from the converter box coupon program that occurs under current NTIA rules.

**I. All Older Americans Need to be Included in the Government Converter Box Coupon Program.**

NTIA's proposal to waive the current household eligibility and application process requirements in its converter box coupon program to enable older Americans residing in senior care facilities to participate in this important government program and thereby preserve their television reception is needed. The government's converter box coupon program is extremely important for these seniors, given their reliance on over-the-air television, their greater television viewing, their typically-reduced financial capability and because seniors in general have been targeted for DTV transition consumer education messages, one of which is about converter boxes and the coupon program.

As NAB noted in its letter to NTIA earlier this year urging inclusion of seniors in care facilities in the coupon program, "while we all value our favorite

television programs and rely on television broadcast for vital weather and emergency information, our senior population above all others cannot be cut off from receiving television programming.”<sup>3</sup>

**A. Older Americans Are a Vulnerable Segment of the Population and Have Been Targeted for General and Special Consumer Education Efforts about the Digital Television Transition.**

Over and over, government and private groups alike have noted the need to prepare our most vulnerable consumers, including seniors, for the digital television transition. This outreach to older persons makes it especially important that, armed with knowledge of the transition and the coupon program, seniors in care facilities are eligible to participate in NTIA’s converter coupon program.

NTIA, in testifying before Congressional committees on its digital transition efforts has pointed out that it has identified seniors as one of five targeted groups for particular consumer education efforts.<sup>4</sup> Assistant Secretary Kneuer told Congress that “NTIA will carefully design and market-test its consumer education

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<sup>3</sup> Letter from NAB president David K. Rehr to Acting Assistant Secretary for Communications and Information Meredith Attwell Baker, March 10, 2008 (NAB letter), at 1.

<sup>4</sup> See Testimony of John M.R. Kneuer, Assistant Secretary for Communications and Information, Before the Committee on Commerce, Science and Transportation, United States Senate, Hearing on the Digital Television Transition (Oct. 17, 2007) (Kneuer Commerce Committee Testimony) at 5, available at <http://www.ntia.doc.gov/ntiahome/congress/2007/KneuerSenateCommercel101707.htm>, and cited in the Notice at fn. 3. See also Testimony of John M.R. Kneuer, Assistant Secretary for Communications and Information, Before the Special Committee on Aging, United States Senate, Hearing on the Digital Television Transition and its Impact On Older Americans (Sept. 19, 2007) at 4, available at [http://www.ntia.doc.gov/ntiahome/congress/2007/Kneuer\\_SenateAging\\_091907.htm](http://www.ntia.doc.gov/ntiahome/congress/2007/Kneuer_SenateAging_091907.htm).

materials to ensure that the materials are accessible to, and can be easily understood by, these target communities.”<sup>5</sup>

AARP, the prominent organization representing older Americans, told the Senate Special Committee on Aging that “there must be a coordinated nationwide education campaign that includes federal and state agencies and programs serving consumers who are at the greatest risk of losing their broadcast television service, particularly vulnerable population groups such as older persons.”<sup>6</sup> AARP pointed in particular to the Administration on Aging, State Units, and Area Agencies on Aging as groups that could play critical roles in education and outreach. *Id.*

To that end, NAB is specifically reaching out with its DTV education efforts and messages to government agencies, programs and forums serving older persons, and is as well reaching millions of seniors with its extensive DTV consumer education campaign in general. NAB is fully committed to ensuring that older Americans do not lose television access after the DTV transition. With this special duty in mind, NAB has incorporated a number of initiatives within our greater education campaign that focus on the needs of older Americans.

NAB has reached out to AARP as the most influential group in the country dedicated to older American issues. AARP has a seat on the steering committee

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<sup>5</sup> Kneuer Commerce Committee Testimony, *supra*, at 5.

<sup>6</sup> Testimony of AARP, Before the Special Committee on Aging, United States Senate, Hearing on the Digital Television Transition and its Impact On Older Americans (Sept. 19, 2007) (AARP Testimony) at 10.

of the DTV Transition Coalition, which NAB helps coordinate.<sup>7</sup> Through this role, AARP is able to review and help shape the materials that the Coalition sends to its members. Further, AARP has one of the best communications networks of any member-based organization in the world. *AARP the Magazine* is the world's largest circulation magazine. As a member of the Coalition, AARP has agreed to distribute DTV-related material through their existing publications, including the magazine, newsletters and e-updates. This initiative alone will reach millions of older Americans with information about the DTV transition. In addition, the NAB exhibited at the AARP annual convention in September of 2007 and was able to reach out to thousands of older American leaders – many of whom will reach other older Americans – with DTV information.

In September, 2007 NAB reached out to the National Council on Aging (NCOA), and sent letters to state aging agency directors in all 50 states with a packet of information about the DTV transition. In these letters, NAB urged local agencies to make educating local seniors about the DTV transition a priority and pointed them to the [DTVanswers.com](http://DTVanswers.com) Web site as a comprehensive and consumer-friendly DTV site providing a variety of consumer education resources. NAB included in the information packet a CD-ROM with a DTV Transition Tool Kit which contains a variety of Web site banner ads, a sample op-ed, a sample press release, a generic letter, a DTV power point presentation, newsletter inserts,

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<sup>7</sup> The DTV Transition Coalition is dedicated to educating consumers on the DTV transition, using consistent, unified messaging to ensure the American public, including older Americans, is not confused as to what steps they need to affirmatively take to preserve their continuity of broadcast TV reception.

resource guides in English and Spanish, DTV handbills in English and Spanish, and other key information on DTV.

Also included in the information packet sent to state aging agency directors was a red-bannered two-sided flyer produced by the U.S. Department of Commerce on the converter box coupon program. This flyer highlights the steps viewers must take before February 17, 2009 to be ready for the digital switch, informs a consumer on whether they need to upgrade to digital, and lets them know how to apply for a TV converter box coupon.

Through this consistent and widespread messaging on the converter box coupon program, NAB and its DTV partners are reaching seniors in all circumstances, including those in nursing homes and assisted living facilities.

NAB's DTV Speakers Bureau has been designed to include messaging aimed toward the needs of an older demographic. The DTV Speakers Bureau is reaching audiences in assisted living facilities, retirement communities, senior centers, clubs and groups with live speeches by industry experts, giving attendees the opportunities to ask questions in person. Since November 2007, there have been 503 such DTV speaking engagements in senior-centered forums, which have reached approximately 64,384 seniors directly. Broadcasters and the NAB continue to seek out other initiatives that will help us reach every older consumer with the information they need to make a smooth transition to digital. For example, by mid-June of 2008, we will have sent a letter and an E-Tool Kit (including a new large font DTV flyer) to about 900 state Meals on Wheels Chapter heads.

NAB also is working with Retirement Living TV (RLTV), a cable network focused on Americans 55 and older. RLTV is promoting DTV transition-themed televised town hall meetings across the country.

In addition to DTV education efforts targeted to senior groups and communities, the general DTV messaging and outreach sponsored by broadcasters and spearheaded by NAB, all of which includes information on the converter box coupon program, reaches millions of seniors. The broadcast industry has developed and rolled out an unparalleled and unprecedented consumer education campaign that is multi-faceted and uses all of the tools available to achieve its goal of ensuring that no consumer loses access to free local television programming after February 17, 2009, due to a lack of information about the DTV transition.

This comprehensive Digital Television Transition Education Campaign is detailed in Attachment I, here appended. That document describes the extraordinary efforts undertaken by NAB and broadcasters to reach out to all demographics, all geographical areas, urban and rural communities, the young and the old.

While DTV transition and converter box coupon educational messages are reaching millions of older Americans nationwide, both from general messaging initiatives and from efforts specifically-targeted to seniors, seniors residing in nursing homes and assisted living facilities have been denied access to the government coupon program designed to assist Americans to purchase

converter boxes to preserve access to broadcast television at the end of the DTV transition. NTIA is right to propose to alter this situation.

**B. Older Americans Rely Heavily on Over the Air Television Reception and Need to Preserve Their Television Service As the Digital Television Transition Comes to an End.**

Older Americans as a group rely more heavily on over-the-air (OTA) television than the rest of the population, and in fact watch more television. They thus particularly need access to converter boxes to continue their television service once analog broadcasting ends, and would benefit greatly from government coupons to assist with the purchase of converters.

A study for the Association of Public Television Stations (APTS) last July found that older Americans are significantly more likely to receive their television signals over-the-air and are therefore less prepared than the rest of the U.S. population to transition from analog to digital-only television.<sup>8</sup> The study found that 24 percent of households with Americans 65 and older received their TV programming over-the-air, while only 19 percent of younger households had only over-the-air reception. *Id.* Their analysis revealed that the likelihood of being in an over-the-air household is greater for those aged 65 and older. *Id.* Further, they found that of Americans aged 65 and older who rely solely on over-the-air connections to television programming, only 17 percent own a digital TV, and that they are significantly less likely to own a digital TV than those younger than age 65. *Id.*

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<sup>8</sup> CENTRIS, Analysis of Older Americans and the Digital TV Transition, July 2007; "APTS Study Shows Older Americans Less Prepared for the Digital TV Transition," available at <http://www.pts.org/news/olderamericansotastudy.cfm>.



A study conducted by SmithGeiger in September 2007 for NAB showed similar results. Our study showed that 21 percent of OTA-only households is age 65 and older, compared to 17 percent of the general population.<sup>9</sup> The age 65 category was the largest age group with OTA-only reception. *Id.* The NAB study also showed that the \$40 government converter box coupon makes a significant impact on the likelihood of Americans' purchasing a converter and that an educational message about the \$40 coupon is significantly more likely than any other message to make older adults feel assured and accepting of the digital transition. *Id.* at 30.

AARP also has presented testimony to Congress saying that a large percentage of analog-only households are older individuals who will be disproportionately impacted by the DTV transition and who are not prepared for the transition.<sup>10</sup> AARP recounted in that testimony that 40% of over-the-air broadcast-only households include at least one person over the age of 50. *Id.* They also cited the CENTRIS survey showing that older individuals over age 65 are more likely to be found in OTA households; as a group, are less likely to have purchased a new TV in the past three years; and are less likely to own a digital TV. *Id.*

AARP also made the important point that older Americans rely on television broadcasting for critical weather and safety information and can ill-afford to lose access to these broadcasts. *Id.* at 6. AARP says that, for many

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<sup>9</sup> "Effecting the Digital Television Transition Among Over-the Air Households," SmithGeiger, Prepared for the National Association of Broadcasters, November 2007 (SmithGeiger study) at 41.

<sup>10</sup> AARP Testimony, *supra*, at 5.

older persons, the television is the most reliable and accessible source of important safety information. *Id.* AARP also said that, for older Americans, television can be a primary connection to the outside world – providing life-saving weather forecasts and public safety announcements, along with information on government and politics, and community news. *Id.* at 3.

In fact, seniors watch more television than do other segments of the population.<sup>11</sup> Over 97% of persons 65 and older watched television during the prior week, according to a recent census statistic.<sup>12</sup> This heavy television usage among seniors, combined with their being greater users of OTA television and less likely to own a digital television, further indicates seniors' need for converters to continue television service after the end of the DTV transition.

Older Americans in senior care facilities would be expected similarly to be heavier users of television than the general population and reliant on over-the-air reception for their individual televisions. While some nursing homes and assisted living facilities may provide pay-television service, many will not, and seniors in these facilities should have the ability to watch free, over-the-air television just as other Americans do. Digital-to-analog converter boxes may be their only realistic and affordable way to do that after February 17, 2009.

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<sup>11</sup> AARP testimony, at 3 (“Americans aged 50 and above watch the greatest number of hours of television a day, almost 5.5 hours,” citing Nielsen Media Research, 2005.)

<sup>12</sup> U.S. Census Bureau, Statistical Abstract of the United States: 2007.

There are approximately 1,492,000 residents in nursing homes<sup>13</sup> and more than 900,000 people nationwide living in assisted living settings.<sup>14</sup> This sizable segment of citizens clearly deserve to be eligible for government coupons, available to other citizens, to subsidize the purchase of converter boxes that well may be their only way to continue their personal, free television reception.<sup>15</sup>

NTIA, in its Notice, acknowledges that seniors, including those residing in nursing homes and other senior care facilities, constitute a vulnerable community that may rely on free, over-the-air television to a greater degree than other members of the public, and for this reason, may have a greater need for converter boxes.<sup>16</sup> NTIA is right to be concerned about particular administrative challenges in adjusting its rules in this regard and in protecting against the potential increased risk of waste, fraud or abuse. *Id.* However, these challenges can and are being met by NTIA's proposed changes, and are heavily outweighed by the needs of our senior citizens to continue their valued television service.

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<sup>13</sup> U.S. Census Bureau, Statistical Abstract of the United States: 2008. AARP estimates that 88% of nursing home residents are 65 or older. See [http://www.aarp.org/research/longtermcare/nursinghomes/fs10r\\_homes.html](http://www.aarp.org/research/longtermcare/nursinghomes/fs10r_homes.html). While NTIA's proposal to include residents of nursing homes and other senior care facilities would appear to apply to any aged resident of a care facility, the Notice speaks primarily about including seniors in the coupon program. Clearly, any resident of such facility should come under NTIA's proposed waiver provisions.

<sup>14</sup> National Center for Assisted Living, *available at* <http://www.ncal.org/about/resident.cfm>.

<sup>15</sup> See "Federal HDTV aid bypasses nursing homes," Jan. 9, 2008, *available at* [http://www.newsobserver.com/news/health\\_science/story/869790.html](http://www.newsobserver.com/news/health_science/story/869790.html) (" 'We need it [OTA television] worse than anyone,' [an assisted-living resident who was turned down for a coupon] said. 'A lot of people just won't be able to get it without the coupons – they won't have televisions.'")

<sup>16</sup> Notice, at I.

**C. Seniors in Care Facilities and Assisted Living Communities Should Be Full Participants in the Converter Box Coupon Program and Should Not Be Restricted to One Coupon.**

As indicated above, NAB believes strongly that seniors in care facilities should be eligible for converter box coupons. However, NAB is concerned that NTIA's action does not go far enough to put our nation's seniors residing in care facilities on equal footing with the rest of Americans. Our concern stems from the restriction proposed in the Notice to limit these care facility residents to *one* converter box coupon, where other American households are entitled to *two* coupons.

While nursing home residents typically would occupy only one room, many, if not most, seniors in assisted living situations have two room suites. Given seniors' heavy use of television, many of these residents will have televisions in both their living rooms and bedrooms. They should not be disadvantaged from preserving free television reception to both sets by being restricted to one coupon. This is even more important since many seniors are on reduced, fixed budgets<sup>17</sup> and as a vulnerable group can ill afford to be denied a government coupon for their second television set.

NTIA may be concerned here that funds for the coupon program will run out, given the large number of coupons requested. But NAB believes that this should not be a sufficient justification to reduce the benefit bestowed on seniors

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<sup>17</sup> According to AARP statistics, the median income of older persons in 2004 was \$21,102 for males and \$12,080 for females. For all older persons reporting income in 2004 (34.2 million), 28.1% reported less than \$10,000. Only 27.3% reported \$25,000 or more. The median income reported was \$15,193. About 3.6 million elderly persons (9.8%) were below the poverty level in 2004.  
[http://assets.aarp.org/rgcenter/general/profile\\_2005.pdf](http://assets.aarp.org/rgcenter/general/profile_2005.pdf).

in care facilities. There are no doubt millions of single-occupant households in this country, each of which is eligible for two coupons. NAB believes that, without more justification, the government cannot discriminate against our seniors in assisted living facilities. Moreover, it is likely that coupon recipients in general will redeem far fewer coupons than they have applied for, once they evaluate their real needs against the out-of-pocket cost of the converters.

NAB urges NTIA to extend the full benefit of the converter box coupon program to our nation's older citizens residing in assisted living facilities. We believe that, if necessary, an additional administrative provision could be applied here to verify that these coupon requesters need two rather than one coupon. We urge NTIA to explore such a provision.

**II. NTIA's Proposal to Permit Households That Utilize Post Office Boxes for Mail Receipt to Receive Converter Box Coupons Is Important.**

NTIA, in the Notice, also proposes to remedy another restriction in the eligibility rules of the converter box coupon program – restricting an otherwise eligible household that utilizes a post office box for mail receipt from receiving converter box coupons. NAB appreciates the reason that NTIA initially excluded this group of citizens from eligibility – a concern based on a GAO recommendation for preventive controls against misuse of post office boxes, cited in disaster benefits situations as well as other government benefit programs.

Now, after reviewing appeals cases of such denials of coupons from consumers that utilize a post office box for mail receipt, NTIA has wisely decided to amend its rules to enable these consumers to qualify for coupons, subject to

submission of proof of physical residence. NTIA's proposed requirement for submission of one of several specific documents with a coupon application to satisfy the requirement for proof of physical residence by an applicant utilizing a post office box appears reasonable and not onerous. It, as the Notice suggests, will balance the need for preventive controls to protect the coupon program from waste, fraud and abuse with the goal of the program to provide assistance to those consumers that will need a converter box to continue receiving broadcast programming over the air using analog-only televisions.

### **Conclusion**

NAB commends NTIA for proactively proposing to remedy the omission of these two categories of consumers – nursing home and senior care facility residents and households that utilize post office boxes for mail receipt – from its converter box coupon program. With these remedial proposals, NTIA is responding first and foremost to its goal to ensure that no Americans lose television service as a result of the digital transition.

Respectfully submitted,

**NATIONAL ASSOCIATION OF  
BROADCASTERS**



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## Attachment 1

National Association of Broadcasters  
Digital Television Transition Education and  
Outreach Efforts



Broadcasters are proud partners with the Federal Communications Commission to ensure that no consumer loses access to free local television programming after February 17, 2009 due to a lack of information about the transition to digital television (DTV). Broadcasters are committed to educating the American public about the upcoming transition. Since late 2006, broadcasters have coordinated extensively with the government, private industry, membership organizations and others to educate all consumers so that they understand the DTV transition. The future of free-over-the air television depends upon a smooth transition to digital with minimum disruption to consumers.

The broadcast industry has embarked on an unparalleled and unprecedented consumer education campaign. This multifaceted campaign uses a wide variety of tools and programs to successfully reach all consumers impacted by the switch to digital television.

As detailed below, the DTV education campaign is designed much like a political election campaign, where the DTV transition is a candidate that starts with low name identification and must be introduced and promoted among the “electorate” or television viewers. No avenue to reach consumers will be left unexplored as we reach out to all ages, demographics, and geographical areas, as well as urban and rural communities.

### **DTV Action Spots**

NAB has produced six 30-second DTV Action Spots, which we have distributed to all NAB member stations and non-member stations via satellite. The first two spots, “Get the Facts” and “Revolution,” promote general awareness of the DTV transition and urge viewers to get more information from the [www.DTVAnswers.com](http://www.DTVAnswers.com) Web site. Another spot promotes NAB’s DTV Road Show. The three most recent spots, “The Future is Here,” “Just a Box” and “Digital is in the Air” promote converter boxes as an option for consumers to make the upgrade to digital. Two of the spots specifically promote the government’s \$40 converter box coupon and direct viewers to [www.DTV2009.gov](http://www.DTV2009.gov) and 1-888-DTV-2009 for more information.

### **Low-Power TV Action Spots**

NAB produced and distributed three television spots that explain the low-power translator issue to television stations in markets with large numbers of translators. The spots are available in 15-, 30- and 60-second versions and are available in both English and Spanish. We distributed them to stations in mid-April.

### **TV Station Tools**





NAB has created a full graphics package for stations to help communicate the DTV transition in newscasts and spots. The package contains video of converter box installations, graphics of DTV equipment and interviews with federal officials, including U.S. Secretary of Commerce Carlos Gutierrez and FCC Chairman Kevin Martin. NAB has also produced and distributed a DTV style guide to help stations convey accurate and consistent messages about the DTV transition.

### **30-Minute Educational Program**

On March 10, 2008, NAB produced and distributed a 30-minute educational program, "Countdown to DTV," to television stations across the country. The program was designed to help consumers navigate the transition to digital television. All NAB member and non-member stations were able to obtain the program in standard definition (SD) or high definition (HD) formats, and in both English and Spanish.

### **DTV Speakers Bureau**

Working with local TV stations and state broadcaster associations across the country, NAB created the DTV Speakers Bureau to organize at least 8,000 speaking engagements about DTV at local community events across the country before February 17, 2009. The DTV Speakers Bureau network is made up of local TV station broadcasters, general managers, engineers and state broadcast associations, among others. The DTV Speakers Bureau currently stands at 1,091 registered speakers from 665 TV stations. At least 3,207 speaking engagements have been booked, with 1,726 completed with an average audience size of 128 attendees. For more information, or to register a speaker at your next local event, groups can visit [www.DTVSpeak.com](http://www.DTVSpeak.com). Additionally, NAB staff members have keynoted multiple conferences with speeches on the DTV transition, from London, England to Little Rock, Ark., and Las Vegas, Nev.

### **DTV Road Show**

A major grassroots marketing initiative, the DTV Road Show aims to increase consumer awareness of the February 17, 2009, transition in targeted areas with high percentages of broadcast-only households. The road show includes two DTV Trekkers – large moving trucks designed to resemble giant television sets – that are crisscrossing the country until transition day in 2009. The Trekkers visit local fairs, festivals and other community events in high over-the-air sections of the country and provide DTV information to those most disproportionately affected by the transition. The DTV Trekkers will travel 95,000 miles and visit 600 locations nationwide. To learn more about the DTV Road Show, visit [www.DTVRoadShow.com](http://www.DTVRoadShow.com).

Between January 1 and May 31, the DTV Road Show visited the following cities:  
Albany, N.Y.  
Antioch, Calif.

Atlanta, Ga.  
Birmingham, Ala.  
Boston, Mass.  
Carl Junction, Mo.  
Carthage, Mo.  
Casa Grande, Ariz.  
Cedar City, Utah  
Charlottesville, Va.  
Chesapeake, Va.  
Chicago, Ill.  
Claremore, Okla.  
Clarence, N.Y.  
Collinsville, Okla.  
Columbus, Ohio  
Dothan, Ala.  
Fresno, Calif.  
Harrisburg, Pa.  
Hidalgo, Texas  
Huntsville, Ala.  
Indianapolis, Ind.  
Joplin, Mo.  
Kissimmee, Fla.  
Lansing, Mich.  
Las Vegas, Nev.  
Layton, Utah  
Los Angeles, Calif.  
Loves Park, Ill.  
Lynwood, Calif.  
Maplewood, N.J.  
Mercedes, Texas  
Mesa, Ariz.  
Montgomery, Ala.  
Noel, Mo.  
Neosho, Mo.  
New York, N.Y.  
Newark, N.Y.  
Novi, Mich.  
Oklahoma City, Okla.  
Palm Springs, Calif.  
Phoenix, Ariz.  
Poteet, Texas  
Richmond, Va.  
Roanoke, Va.  
Sacramento, Calif.

Salt Lake City, Utah  
San Antonio, Texas  
San Francisco, Calif.  
San Jose, Calif.  
Shreveport, La.  
Springfield, Ill.  
St. George, Utah  
St. Louis, Mo.  
Tampa, Fla.  
Tulsa, Okla.  
Visalia, Calif.  
Washington, D.C.  
Watertown, N.Y.  
Webb, Mo.  
Winter Haven, Fla.

**Earned Media:**

NAB's DTV transition team has two full-time media relations staff members dedicated to generating widespread media coverage of the DTV transition and ensuring that reporters are covering the issue accurately. NAB has briefed reporters from major news organizations on the DTV transition in markets across the country, including New York, Chicago, San Jose and Washington, D.C., and has generated print, online and broadcast media coverage about the transition in all 50 states. In April, NAB began sending out a weekly email with DTV-related updates to help hundreds of reporters nationwide stay abreast on transition activities. NAB's earned media team, which also employs a public relations firm, is in regular contact with more than 3,000 reporters to promote local news hooks about the transition and has helped to garner more than 10,000 news articles about the transition.

**DTVAnswers.com Web site**

In 2007, NAB launched [www.DTVAnswers.com](http://www.DTVAnswers.com), one of the most comprehensive, consumer-friendly Web sites about the DTV transition. The site provides consumers, businesses and other interested organizations an in-depth look at every aspect of the DTV transition. Consumers can learn how to upgrade to digital television, get information about converter boxes and antennas and access additional related resources. To help organizations spread DTV messages to their members, the site also makes available various promotional materials, including downloadable flyers and sample PowerPoint presentations. NAB also offers DTV transition information in more than 60 languages, including a Braille version upon request, at [www.dtvanswers.com/dtv\\_languages.html](http://www.dtvanswers.com/dtv_languages.html). In addition, one can view and download NAB's DTV Action Spots. The Web site has drawn nearly 2.3 million visits to date.

### **LPTVAnswers.com Web site**

To help consumers who wish to continue watching programming from local low-power TV stations after the February 17, 2009, transition to digital, NAB launched [www.LPTVAnswers.com](http://www.LPTVAnswers.com), which provides comprehensive information about the low-power issue. With links to state-by-state maps of low-power TV stations and a list of government-certified analog pass-through converter boxes, the site serves as a guide for all low-power TV consumers.

### **DTV Toolkits for Elected Officials**

NAB has sent DTV Toolkits to elected officials across the country, including all members of congress, state legislators, governors and lieutenant governors, executive directors of state municipal and state county associations, state African-American caucus leaders and state Hispanic elected officials. In May, NAB mailed a DTV Toolkit and letter from President and CEO David Rehr to 449 tribal leaders in the United States. By mid-June, we will provide toolkits to 1,113 Meals on Wheels state chapter heads. The DTV Toolkit contains: a PowerPoint presentation on the DTV transition that can be used during a town hall meeting or any gathering of constituents; a newsletter insert for newsletters in English and Spanish; a DTV handbill in English and Spanish; a consumer resource guide in English and Spanish; a sample press release in English and Spanish; a sample op-ed on the DTV transition in English and Spanish; key points on DTV; banner Web site ads that may be linked to [www.DTVAnswers.com](http://www.DTVAnswers.com); sample speeches on DTV; and a DTV background sheet. NAB has also created an online toolkit for elected officials that will be distributed to state legislators, mayors and county commissioners.

### **DTV Staff Briefings in Congress**

In April and July 2007, NAB hosted DTV transition briefings with more than 100 U.S. House staff and more than 40 U.S. Senate staff. In October 2007, working with the DTV Transition Coalition, NAB hosted a DTV staff briefing for members of the U.S. House of Representatives and their staffs, which drew 200 staffers and several House members. A DTV staff briefing in February 2008 hosted by NAB and the DTV Transition Coalition drew 40 attendees, mostly U.S. Senate staffers. Converter box demonstrations were given at all events and various consumer awareness materials were made available to attending staff.

### **Live DTV Webcast for Congressional Staff**

In April 2008, NAB hosted a special live webcast for congressional staffers to address DTV issues unique to our government partners. NAB's DTV transition team discussed how the federally mandated transition will impact communities across America, what consumer education and outreach initiatives are already underway by broadcasters and how to access information about the DTV coupon



program and converter boxes. More than 400 staffers tuned in for the live webcast.

### **National Black Church Initiative**

In late 2007, NAB began collaborating with the National Black Church Initiative (NBCI) to educate Washington, D.C., residents about the digital television transition. The NAB/NBCI initiative will be implemented nationwide to help those most affected by the DTV transition to learn what they need to do to prepare for the switch to digital television. The initiative will reach nearly 8 million congregants in churches across the country, who will receive educational literature about the DTV transition and converter box coupon program as well as assistance with applying for the converter box coupons.

### **Esperanza USA:**

NAB has partnered with Esperanza USA, the largest organization of its kind in America with a 10,000-strong network of Latino faith-based agencies, to inform Hispanic households about the DTV transition. Spanish-speaking households are among the most disproportionately affected populations by the transition. Esperanza will incorporate DTV messages in publications to its members, grassroots activities and its annual National Prayer Breakfast.

### **Spanish Town Hall Initiative**

In partnership with the Spanish-language television network Univision, NAB is conducting a series of town hall forums to raise awareness among Hispanics in America about the upcoming DTV transition. The hour-long televised town halls are expected to draw large audiences of primarily Spanish speakers in some of the nation's largest Spanish-language markets, including Dallas, Sacramento, Phoenix, Raleigh and San Antonio. The series builds on the success of a December 2007 town hall in Chicago, which drew an audience of more than 700. NAB is partnering with Telemundo on a similar initiative.

### **DTV Transition Coalition**

In February 2007, NAB helped found the Digital Television Transition Coalition. The coalition has since expanded to 231 members, comprised of business, trade and industry groups, as well as grassroots and membership organizations that share an interest in a smooth transition. The FCC has actively participated in the coalition. As part of the coalition, groups agree to distribute DTV-related materials to their members. To date, at least 100 of the 231 members have sent DTV materials to their members. In May 2008, the DTV Transition Coalition sent DTV packets to every state public utility commission. Monthly coalition meetings also serve as a national forum on the DTV transition. An updated list of coalition members is attached. To learn more visit [www.dtvtransition.org](http://www.dtvtransition.org).



### **Radio Spots**

NAB has produced and distributed DTV radio spots in 15-, 30- and 60-second versions in both English and Spanish. Sample scripts have also been provided to stations that are interested in producing their own spots. The spots have been distributed to NAB member radio stations across the country and are downloadable at [www.dtvanswers.com/radiospots](http://www.dtvanswers.com/radiospots).

### **Survey Research**

NAB has dedicated significant financial resources toward consumer research. In January 2008, NAB commissioned a nationwide poll that found more than 83 percent of broadcast-only households are aware that the DTV transition is underway. NAB has also undertaken a massive 50-state research project to measure consumer awareness in every state, the results of which should be available in mid-2008.

### **International Research**

NAB staff have visited and opened dialogues with officials running respective DTV transition campaigns in the United Kingdom, Sweden, Austria, Greece, Italy, Norway, Finland and Belgium to learn how European nations – some of which have already transitioned to digital – are running their digital transition campaigns. In January, an NAB staff member keynoted an international conference on DTV transition strategies. NAB has also invited officials from those countries and others, including Austria and Singapore, to discuss DTV deployment issues with American television broadcasters. The CEO of the United Kingdom's DTV transition campaign met with NAB staff and our coalition partners last year.

May 29, 2008

Chairman Buford Rolin  
Poarch Band of Creek Indians  
5811 Jack Springs Road  
Atmore AL 36502

Dear Chairman Rolin:

A law passed by Congress in 2006 will dramatically impact the way 187,500 Alabama residents view television starting in February 2009.

Television will change dramatically on February 17, 2009, when all full-power television stations across the country complete the federally mandated transition from analog to digital broadcasting. Consumers have much to gain from digital television (DTV), including more free channels, crystal-clear pictures and high quality sound. However, 187,500 Alabama households that receive television through antennas risk losing reception unless they take easy steps to upgrade.

Those most disproportionately affected by the DTV transition will be older Americans, minority populations, the economically disadvantaged, people with disabilities and those living in rural areas.

The National Association of Broadcasters (NAB) is taking the DTV transition very seriously, and television stations across the country are meeting the challenges of the transition head on. We have launched an aggressive consumer education campaign, and our member stations have spent more than \$5 billion updating their equipment and infrastructure to prepare for the transition. In fact, more than 92 percent of full-power television stations are already broadcasting in digital. But consumer awareness about the transition lags.

As a tribal leader, you have a unique platform to help inform and educate your constituents about the DTV transition. To that end, NAB has developed a toolkit to help explain the transition to your constituents. All of the information is available electronically and contained on the disc inside this packet. The disc includes:

- (1) A PowerPoint presentation on the DTV transition that can be used during a town hall meeting or any gathering of your constituents;
- (2) A newsletter insert for newsletters in English and Spanish;
- (3) A DTV handbill in English and Spanish;
- (4) A consumer resource guide in English and Spanish;
- (5) A sample press release in English and Spanish;
- (6) A sample op-ed on the DTV transition in English and Spanish;
- (7) Key points on DTV;
- (8) Banner Web site ads that may be linked to [DTVanswers.com](http://DTVanswers.com)
- (9) Sample speeches on DTV; and
- (10) DTV background sheet.

You will also find a DTV consumer awareness brochure in this packet. **NAB is making bulk amounts of this brochure available to elected officials at no cost.** To order these brochures to distribute to your constituents, please contact Vinnie Mascarenhas, NAB's director of external relations for DTV, at (202) 429-5358 or [vmascarenhas@nab.org](mailto:vmascarenhas@nab.org).

NAB also launched DTVanswers.com, a comprehensive and consumer-friendly Web site providing visitors with a variety of helpful resources about making the transition to digital. Please direct your constituents to DTVanswers.com to learn more about the digital television transition. The attached toolkit contains banner ads that you can place on your Web site to link to the site.

To further assist local officials, NAB has developed a network of speakers in every state through the DTV Speakers Bureau. A local TV anchor, general manager or TV station engineer will attend an event in your area and discuss the digital transition with your constituents. If you would like to schedule a speaker for a community event, visit [www.dtvSpeak.com](http://www.dtvSpeak.com) or call 1-877-693-8809.

We have an exciting challenge ahead of us. I welcome any input you may have about how we can ensure a successful transition to digital on February 17, 2009.

Sincerely,

A handwritten signature in black ink that reads "David K. Rehr". The signature is written in a cursive style with a large initial "D".

David K. Rehr

cc: Ms. Sharon Tinsley, President, Alabama Broadcasters Association





# The switch to digital television (DTV) is coming.

*Get ready for dramatically better television.*

**By law, television stations nationwide must switch** their broadcasting from analog to digital by February 17, 2009.\*

Television sets connected to cable, satellite or a telephone company television service will not be affected, and will continue to receive programming after that date. But analog television sets that receive their signal from an antenna and are not connected to a paid television service will need a DTV converter box to continue receiving a television signal after the date of the switch.

\*Low-power and class A TV stations are exempt.



**DTVAnswers.com**

## What is Digital Television (DTV)?

**Digital Television (DTV) is an innovative** new type of over-the-air broadcasting technology that transmits pictures over the airwaves in data bits, like a computer. DTV enables TV stations to provide dramatically clearer pictures, better sound quality and more programming choices.

DTV also makes high-definition (HD) broadcasting possible for viewers with HD sets and provides interactive capabilities and data services such as significantly enhanced closed captioning.

## Why the switch?

**Under legislation passed by Congress** – the Deficit Reduction Act of 2005 – full-power local television stations are required to turn off their analog channels on February 17, 2009, and continue broadcasting exclusively in the digital format.

## What are the benefits of DTV?

**DTV is a more efficient way to broadcast,** and it will free up the airwaves for a variety of new services. DTV also provides crystal clear pictures and sound, more channels and even free, over-the-air high-definition television (HDTV) for consumers with HD television sets. DTV will also allow more services than ever before with free, broadcast television.

## Who will be affected?

**Consumers who receive free broadcast** television signals through antennas on television sets that are equipped with analog tuners – and who do not subscribe to cable, satellite or a telephone company television service provider – will be affected by the transition.

**At least 19.6 million households receive** free broadcast television signals exclusively in their homes, and approximately 70 million television sets are at risk of losing their signals from full-power television stations after February 17, 2009, if owners of these sets do not take steps to upgrade.

## How do I upgrade to DTV?

**You can upgrade to DTV by following one of three steps by February 17, 2009:**

- 1. DTV converter box:** Purchase a DTV converter box that plugs into your existing analog TV set. A converter box will enable you to continue to receive free television reception, and the boxes, which are expected to cost between \$40 and \$70, will be available for purchase in early 2008. The federal government is providing \$40 coupons that you may use toward the purchase of these boxes. *(See reverse for details)*

*(continued on back)*

**2. Digital TV set:** Purchase a new television set with a built-in digital or Advanced Television Systems Committee (ATSC) tuner, which start at under \$100. All TVs with a digital tuner are able to receive digital signals broadcast by television stations, so you can continue to receive your free programming with no monthly fees.

**3. Paid service:** Subscribe to cable, satellite or a telephone company service provider to continue using your analog TV set, if all desired local broadcast stations are carried by that service.

### What is a DTV converter box?

**A DTV converter box is an electronic device that hooks up to your analog television set and antenna and converts the digital television signal into analog, making it viewable on your analog TV. Converter boxes are expected to cost between \$40 and \$70.**

### How can I get a coupon for a DTV converter box?

**The federal government is providing coupons for DTV converter boxes to help with the costs of upgrading to digital. Households will be able to apply for up to**

**two coupons, valued at \$40 each, which must be redeemed within 90 days. For more information or to request a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), visit [www.DTV2009.gov](http://www.DTV2009.gov) or mail coupon applications to PO Box 2000, Portland, OR 97208.**

### Can I keep my analog TV set?

**Yes. Buying a new digital television set isn't the only option you have for navigating the DTV transition. If you wish to continue using your analog set, you must consider one of the following options to make the switch to digital television:**

1. Purchase a DTV converter box, which will convert the new digital signal into the analog format for analog television sets.
2. Subscribe to a cable, satellite or telephone company service provider to receive the new digital signal.

### How do I know if I have an analog or digital television set?

**To check whether your TV set can receive over-the-air digital broadcast signals, take a look at your owner's manual**

**or look on the set for an indication that it has a built-in Advanced Television Systems Committee (ATSC) tuner. You can also go to the manufacturer's Web site and check the capabilities of the set by manufacturer model number.**

### Is HDTV the same thing as DTV?

**No. DTV is digital television. HDTV is high definition television. HDTV is the highest quality format of DTV, but it is only one of several formats. Consumers who have high definition TV sets may receive high definition television programming for free using an antenna.**

### Will I need a special antenna to receive DTV over-the-air?

**A good indoor or outdoor antenna will maximize your DTV reception. In general, dependable reception of DTV will require the same type of antenna that currently works to provide good quality reception of analog TV signals at your home.**

**For help choosing an outdoor antenna in order to receive your free, local broadcast TV channels, visit [www.antennaweb.org](http://www.antennaweb.org).**

**D**TvAnswers.com

An initiative of the National Association of Broadcasters, which represents more than 8,300 free, local radio and television stations and broadcast networks across the country.





# DTVAnswers.com

An initiative of the National Association of Broadcasters

America's broadcasting industry is in the midst of an exciting revolution as it transitions from analog to digital television technology. Since the late 1990s, television broadcasters have been preparing for the transition from analog to digital television (DTV) scheduled for February 17, 2009, as set by Congress. *But as the transition draws near, are you ready?*

Find out at: [www.DTVAnswers.com](http://www.DTVAnswers.com)



## Get ready for the switch to digital television (DTV)

By law, full-power television stations nationwide must end their analog broadcasts and begin broadcasting exclusively in a digital format after February 17, 2009. Television sets connected to cable, satellite or a telephone company service provider will not be affected, and will continue to receive broadcast programming after that date. But TV sets that are not connected to a paid television service, or do not have a built-in digital tuner, will not receive a television signal after the date of the switch.\*

### Why is America Switching to DTV?

DTV is a more efficient way to broadcast, and it will free up the airwaves for a variety of new services. DTV also provides crystal-clear pictures and sound, more channels and even free, over the air high-definition television (HDTV) for consumers with HD television sets. DTV will also allow more services than ever before with free, broadcast television.

### How do I upgrade to DTV?

You can upgrade to DTV by following one of three steps by February 17, 2009:

- **DTV converter box** Purchase a DTV converter box that plugs into your existing analog TV set. A converter box will enable you to continue to receive free television reception, and the boxes, which are expected to cost between \$40 and \$70, will be available for purchase in early 2008. The federal government is providing \$40 coupons that you may use toward the purchase of these boxes. For more information or to request a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), or visit [www.DTV2009.gov](http://www.DTV2009.gov).
- **Digital TV** Purchase a new television set with a built-in digital or Advanced Television Systems Committee (ATSC) tuner, which start at under \$100. All TVs with digital tuners are able to receive digital signals broadcast by television stations, so you can continue to receive your free programming with no monthly fees.
- **Paid service** Subscribe to cable, satellite or a telephone company service provider to continue using your analog TV set, if all desired local broadcast stations are carried by that service.

With more than 34 million households receiving over-the-air television signals in their homes, our goal is to educate all Americans about the switch to DTV.

For more information on the DTV transition, please visit: [www.dtvanswers.com](http://www.dtvanswers.com).

# DTVAnswers.com

## The DTV Transition: Background Summary

### The Law

In the Digital Television Transition and Public Safety Act of 2005, Congress set a hard deadline of February 17, 2009, for full-power television stations to replace traditional analog broadcasts with digital broadcasts. By 11:59 p.m. on February 17, 2009, all full-power television stations must switch off their analog broadcasting signals and begin broadcasting exclusively in the digital format. This switch from analog to digital broadcasting is known as the DTV transition.

### The Difference between Analog and Digital Broadcasting

Digital television (DTV) enables television stations to provide dramatically clearer pictures and better sound quality. By transmitting the information used to make a TV picture and sound as “data bits” like a computer, television stations can also carry more information using digital broadcasting than is currently possible with analog broadcast technology. For example, DTV makes it possible for stations to broadcast multiple channels of free programming simultaneously through “multicasting,” instead of broadcasting only one channel at a time. Digital technology also enables television stations to provide free, over-the-air high-definition television (HDTV) for consumers with HD television sets. The picture quality of HDTV is also better over-the-air in its purest form.

Author Thomas L. Friedman provides a useful description of digital technology in his book *The Lexus and the Olive Tree*:

*“Digitization is the wizardry by which we turn voices, sounds, movies, television signals, music, colors, pictures, words, documents, numbers, computing language and any other form of data you can think of into computer bits and then transfer them by telephone lines, satellites and fiber-optic cables around the world . . . Digitization involves reducing any sound, picture, number or letters into a different code of 1’s and 0’s, and then transmitting them through telecommunications to another point where those 1’s and 0’s are decoded for the receiver and reconstituted into something very close to the original . . . It is much easier for the device receiving such a signal to read exactly what it is . . . This is why digital copies are always so much sharper and why anything that is sent as a string of 1’s and 0’s from your mouth or fax or computer in New York will automatically come out as the same 1’s and 0’s on the other end.”*

The transition to digital television will also free up some of the airwaves since digital signals use less of the spectrum than analog signals. When the transition is completed, television broadcasters will vacate part of the spectrum — the so-called 700 MHz band consisting of channels 52-69 — which the government will reclaim for other uses.

## The National Association of Broadcasters (NAB) has launched an aggressive consumer education campaign to ensure that no American is left unprepared for the transition to DTV. NAB's digital television (DTV) transition campaign includes:

- **Research:** Working with some of the best survey research teams in the country to design an effective message to reach diverse audiences.
- **Earned Media:** Using earned media to have a strong, positive presence in newspapers and on television news programs.
- **Marketing and Paid Media:** Using marketing tools and advertisements to ensure consumers are aware of the transition, and making high-quality "DTV Action" television spots available for broadcasters to run in their local markets.
- **Speakers Bureau:** Enlisting local broadcasters to speak to groups in their communities about the transition and how to prepare.
- **DTV Road Show:** Coordinating a traveling media event that will visit 600 locations before February 2009.
- **DTV Transition Coalition:** Helping to coordinate a group of public and private organizations that are working together to ensure a successful transition to digital television.

The digital television transition is coming, and it means a better quality television experience for those who take the steps to receive a digital signal. But consumers who don't take those steps risk losing their free television programming. It pays for consumers to get prepared now for DTV.

For more information about the NAB's DTV transition campaign, please contact Shermaze Ingram at (202) 429-5477, or via email at [singram@nab.org](mailto:singram@nab.org).

The logo for DTVAnswers.com features a stylized 'D' in orange and blue, followed by 'TVAnswers.com' in blue.

An initiative of the National Association of Broadcasters

# How do I switch to DTV?

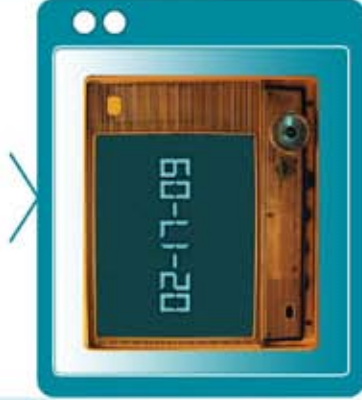
By law, full-power television stations must switch to all-digital broadcasting on February 17, 2009.\* It's easy to upgrade to DTV. Find your TV set below to learn how.

## Antenna on Analog TV

If you use an antenna to watch TV on a set that has an analog tuner – and don't subscribe to a pay television service such as cable – you can upgrade to DTV by taking one of three steps:

- Purchase a DTV converter box
- Purchase a digital TV set
- Subscribe to cable, satellite, or other pay television service

The government is issuing household up to two \$40 coupons (90-day expiration period) for DTV converter boxes. To apply for coupons, call 1-888-DTV-2009 or visit [DTV2009.gov](http://DTV2009.gov).



## Antenna on Digital TV

If you have a digital TV set that is connected to an antenna, you are already receiving digital signals.

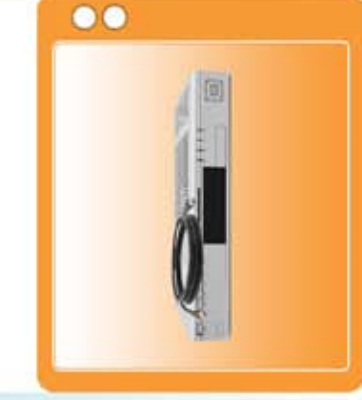
To determine if your set has a built-in digital tuner, check your owner's manual or the TV manufacturer's Web site, or look on your set for an indication of an ATSC digital tuner.



## Cable Television

If all of your television sets are connected to a cable, satellite or other pay television service, you should not be affected by the transition.

But any TV sets that are not connected to a paid TV service will need to be upgraded before the transition.



## Satellite Service

If all of your television sets are connected to a cable, satellite or other pay television service, you should not be affected by the transition. But any TV sets that are not connected to a paid TV service will need to be upgraded before the transition.

However, satellite companies in some areas may not provide or may charge extra for local television channels. If you receive local stations using an antenna, your TV set may need to be upgraded with a converter box if it does not have a built-in digital tuner.



\* Low-power TV stations may remain in analog after Feb. 17, 2009. Watching analog programming may require specific equipment. Learn more at [www.dtvanswers.com/lowpower](http://www.dtvanswers.com/lowpower) or call 1-800-CALL-FCC.

## How to Prepare for the DTV Transition

*(Sample Op Ed)*

Are you ready for the most significant upgrade in television since color TV? The transition from analog to digital television (DTV) represents the most significant advancement of television technology since color TV was introduced. But while nearly every new technology we use today – including cell phones, music and radio -- has gone digital, if you are like most Americans, you may be completely unaware of the upcoming DTV transition, which will be completed on February 17, 2009.

The benefits of digital television are clear: crystal clear pictures and CD quality sound; more choices through additional digital side channels – such as all weather or all traffic channels; and the capability of high-definition broadcasting.

More than 90 percent of full-power television stations in the U.S. are already broadcasting in digital, but few consumers are aware of it or the February 2009 transition.

In January of 2008 the National Association of Broadcasters announced that consumer awareness about the digital television (DTV) transition has risen to 79%, this has doubled in awareness from a year ago.

Who needs to get ready? The DTV transition doesn't directly affect everyone – those who have a digital tuner in their television, or subscribe to cable, satellite or telephone company television service provider need not worry. But those who are impacted are impacted dramatically. You need to take action if you are one of the 19.6 million households that rely exclusively on free, over-the-air broadcasts made available through a rooftop antenna or "rabbit ears." Even if you do subscribe to a television service provider, you may have a television set in your second bedroom or kitchen that is impacted. Overall, the transition will directly impact more than 69 million television sets.

Fortunately, navigating the transition is easy. You have only to follow one of three simple steps to make sure your family continues to receive free, over-the-air television:

- 1) Purchase a DTV converter box that will convert the digital signal into analog for an existing analog television set.** The DTV converter box, sometimes referred to as a set-top box, is an electronic device that makes the new digital signal viewable on an older analog television set. Converter boxes are now available for purchase at most major electronics retailers and cost between \$40 and \$70. To help cover the cost of the converter box, the federal government is offering two converter box coupons, valued at \$40 each, to eligible households. Each coupon may be used toward the purchase of a single converter box, and the coupon program will be administered by the U.S. Department of Commerce. You will still need basic antennas in addition to the converter box to receive a digital signal on their analog television sets, but current antennas will work the same as before. For more information about the converter box coupon program or to apply, visit [www.DTV2009.gov](http://www.DTV2009.gov) or call 1 (888) DTV-2009.
- 2) Purchase a new television set with a built-in digital tuner. Another option you may choose is to upgrade to a new television set with a built-in digital tuner.** As with older sets, you will need basic antennas that provide quality reception of over-the-air analog television signals to pick up free digital broadcast programming from local stations. Before deciding to purchase a new digital TV, make sure your current TV doesn't have a built-in digital tuner. Most sets sold in the last few years that are larger than 27 inches will likely have a digital tuner.



**3) Subscribe to cable, satellite or a telephone company television service provider.**

All of these services will allow you to receive digital television signals on analog television sets, as long as all the sets are connected to the service. No additional equipment is required for consumers who decide to go this route.

While there is still time to decide how to navigate the digital television transition, it's a good idea to start thinking about which option will work best now. Eligible consumers will be encouraged to apply early for the converter box coupons. If you choose to purchase a new television set with a digital tuner, take time to learn about available options and features and shop around for the best deal. Leaning toward a subscription to a cable, satellite or telephone company television service? Then spend some time looking into which of these services best suits your viewing needs and fits into your monthly budget.

The digital television transition is coming, and it means a better quality television experience for those who take one of the three easy steps above to upgrade. But consumers who don't take those easy steps risk losing their free television programming. It pays to get prepared now for DTV.

Additional information about the DTV transition is available at [www.dtv.gov](http://www.dtv.gov).

## **SAMPLE PRESS RELEASE**

**Washington, D.C. – (MEMBER STATE)** broadcasters are in the midst of exciting and dramatic changes as they prepare for the February 17, 2009 digital television (DTV) transition, the federally mandated switch from analog to digital television broadcasting. This means conventional television broadcasting, as we currently know it, will come to an end.

The new upgraded digital technology will offer a myriad of consumer advantages, including crystal clear pictures and CD-quality sound, as well as multiple programming choices, HDTV and interactive options. The transition will also make additional spectrum available for advanced wireless applications.

“The transition from analog to digital television broadcasting represents a new era of advanced technology,” noted **(MEMBER OF CONGRESS)**. “In a nutshell, the analog standard is now outdated. Digital is not only better television, it’s a more efficient way to broadcast and will offer consumers an array of new wireless broadband services.”

In **(MEMBER STATE)**, there are approximately **(refer to member cover letter)** households that receive free over-the-air television and are at risk of losing television reception if they do not take the necessary steps to transition to digital. Nationally, more than 34 million households will be affected by the DTV transition, including approximately 70 million television sets, according to data released by the National Association of Broadcasters.

Television sets connected to cable or satellite should not be affected, and will continue to receive broadcast programming after that date. But, television sets that are not connected to cable, satellite, a telephone company television service provider or do not have a built-in digital tuner, will need a converter box to continue receiving broadcast television signals after the transition occurs.

Importantly, those most disproportionately affected by the DTV transition will be seniors, minority populations, the economically disadvantaged and those living in rural areas.

Prior to the February 2009 transition date, consumers who do not subscribe to cable or satellite television, but who receive free, broadcast-only TV reception will have three options to navigate the DTV transition:

- (1) Purchase a new television set with a built-in digital tuner;
- (2) Purchase a set-top converter box that will convert the digital signal into analog for an existing television set; or
- (3) Subscribe to cable, satellite or a telephone company television service provider, in which case analog sets will continue to function.

Consumers can now purchase a DTV converter box that plugs into an existing analog set and allows continued free television reception. Upon request, the federal government will provide households up to two \$40 coupons that can be used toward the purchase of these boxes. The boxes will be available at retail stores that sell electronic equipment. For more information about the coupon program or to apply, visit [www.DTV2009.gov](http://www.DTV2009.gov) or call 1 (888) DTV-2009.

Nationally, 1,611 television stations have already transitioned from analog to digital.



**D**TVAnswers.com

An initiative of the National Association of Broadcasters

America's broadcasting industry is in the midst of an exciting revolution as it transitions from analog to digital television technology. Since the late 1990s, television broadcasters have been preparing for the transition from analog to digital television (DTV) scheduled for February 17, 2009, as set by Congress. *But as the transition draws near, are you ready?*

Find out at: [www.dtvanswers.com](http://www.dtvanswers.com)

# Get ready for the switch to digital television (DTV)

By law, full-power television stations nationwide must end their analog broadcasts and begin broadcasting exclusively in a digital format after February 17, 2009. Television sets connected to cable, satellite or a telephone company service provider will not be affected, and will continue to receive broadcast programming after that date. But TV sets that are not connected to a paid television service, or do not have a built-in digital tuner, will not receive a television signal after the date of the switch.\*

## Why is America Switching to DTV?

DTV is a more efficient way to broadcast and will free up the airwaves for a variety of new services. DTV also provides crystal-clear pictures and sound, more channels and even free, over-the-air high-definition television (HDTV) for consumers with HD television sets. DTV will also allow more services than ever before with free, broadcast television.

## How Do I Upgrade to DTV?

You can upgrade to DTV by following one of three steps by February 17, 2009:

- **DTV converter box:** Purchase a DTV converter box that plugs into your existing analog TV set. A converter box will enable you to continue receiving free television reception, and the boxes which are expected to cost between \$40 and

\$70, are now available for purchase. The federal government is providing each household two \$40 coupons toward the purchase of these boxes. For more information or to request a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), or visit [www.DTV2009.gov](http://www.DTV2009.gov).

- **Digital TV set:** Purchase a new television set with a built-in digital or Advanced Television Systems Committee (ATSC) tuner, which start at under \$100. All TVs with digital tuners are able to receive digital signals broadcast by television stations, so you can continue to receive your free programming with no monthly fees.
- **Paid service:** Subscribe to cable, satellite or a telephone company service provider to continue using your analog TV set, if that service carries all desired local broadcast stations.

With more than 34 million households receiving over-the-air television signals in their homes, our goal is to educate all Americans about the switch to DTV.

For more information on the DTV transition, please visit: [www.dtvanswers.com](http://www.dtvanswers.com).

\*Low-power and Class A TV stations are exempt.

How many times throughout your life have you watched TV? Think about the role it plays in your life.

You probably watched it today. If not, you probably caught at least a glimpse.

You probably talk about your favorite sitcoms with your friends and co-workers on a regular basis.

You probably discuss the latest news you heard on TV over dinner with your family.

And you've probably watched your favorite sports team on television at home or with your friends at your favorite bar.

Well, what if I told you that TV as you know it will be obsolete in 2009?

And what if I told you that *everyone* in this audience who receives free over-the-air TV on an analog TV set could get dramatically clearer pictures on their TV?

What if I told you that all of your television sets can have better sound quality?

What if I told you that you that each and every one of you can get more TV channels than you get today?

On February 17, 2009, that's exactly what's going to happen.

Television as you've known it your entire life will change.

On this date, we will—as a nation—make the switch to Digital television, or DTV.

I want to thank all of you for inviting me here today to speak about the revolution that's about to take place in the way we view television.

I am proud to speak to you on behalf of ***your station*** today.

***Take a minute to briefly talk about your station and its contributions to the community.***

So why the switch to digital television?

Because in 2005, Congress mandated that all full-power television stations switch to digital television. They recognized that digital television offers improved pictures and sound, and is more efficient and more flexible than traditional analog broadcast technology.

Plus, it gives viewers who own HD TV sets the option of receiving free over the air HDTV, which offers crystal-clear pictures.

It will also allow stations to broadcast multiple programs simultaneously, instead of broadcasting only one channel at a time as they do now.

That means a local station could broadcast an all-weather channel, an all-traffic channel, or an all-sports channel, in addition to their normal broadcasts.

# Quick Answers to Digital Television (DTV) Transition Inquiries

## Here are the four things you need to tell callers:

- Who's Affected?** Viewers with older antenna television sets that are not hooked up to a cable, satellite or a pay TV service will need to upgrade by February 17, 2009;
- Web site** For more information about the digital television (DTV) transition, direct callers to your station's Web site or [www.DTVAnswers.com](http://www.DTVAnswers.com);
- Phone Number** Viewers can call 1 (888) DTV-2009 for more information about the DTV Transition and coupon program;
- Converter Box Coupons** Apply for a \$40 coupon that can be used toward the purchase of a converter box. Visit [www.DTV2009.gov](http://www.DTV2009.gov) or call 1 (888) DTV-2009 for more information.

## DTV Transition Coalition Members

AARP  
Advanced Television Systems Committee  
Affinity Marketing  
Alabama Broadcasters Association  
Alaska Broadcasters Association  
Alliance for Public Technology  
Alliance for Rural Television (ART)  
American Association of People with Disabilities (AAPD)  
American Cable Association (ACA)  
American Legislative Exchange Council (ALEC)  
American Library Association (ALA)  
Archway Marketing Services  
Arizona - New Mexico Cable Communications Association  
Arizona Broadcasters Association  
Arkansas Broadcasters Association  
Arland Communications, Inc  
Asian American Justice Center  
Association for Maximum Service Television, Inc. (MSTV)  
Association of Cable Communicators  
Association of Public Television Stations (APTS)  
Audio Quest  
Bay Creek Communications  
Best Buy  
Black Leadership Forum Inc.  
Broadband Cable Association of Pennsylvania (BCAP)  
Broadcast Education Association  
Broadband Solutions and Testing, Inc  
Broadcom  
Cable and Telecommunications Association for Marketing (CTAM)  
Cable Telecommunications Association of New York, Inc.  
Cable Television Association of Georgia  
California Broadcasters Association  
Call For Action  
Care2  
CENTRIS  
Cision  
Circuit City  
Cisco Systems, Inc.  
CNET  
Coalition for Independent Ratings Services  
Colorado Broadcasters Association  
Communications Workers of America  
Community Broadcasters Association  
Congressional Black Caucus  
Congressional Hispanic Caucus  
Connecticut Broadcasters Association  
Consumer Action  
Consumer Electronic Retailers Coalition (CERC)  
Consumer Electronics Association (CEA)  
Consumers for Competitive Choice  
Convertmy.tv  
Corporation for National and Community Service  
Corporation for Public Broadcasting  
Councilmember Mary Cheh's Office  
Cox Communications  
Crosby Volmer International  
Custom Electronic Design & Installation Association (CEDIA)  
DIRECTV  
Disaboom  
Disney  
District of Columbia Office of Cable Television  
DITEC  
EchoStar Satellite LLC  
Edison Group  
Effros Communications  
Electronic Industries Alliance (EIA)  
Entertainment Industries Council, Inc. (EIC)  
Entertainment Publicists Professional Society  
Esperanza  
Family, Career and Community Leaders of America, Inc. (FCCLA)  
Federal Citizens Information Center  
Federal Communications Commission  
Florida Association of Broadcasters  
Georgia Association of Broadcasters  
Goodwill Industries International  
Greater New Orleans Broadcasters Association (GNOBA)  
Hawaii Association of Broadcasters  
Heat Surge, LLC  
High Tech DTV Coalition  
Home Theater Specialists of America (HTSA)  
Homes.org  
IBM  
Idaho State Broadcasters Association  
Illinois Broadcasters Association  
Indiana Broadcasters Association  
Information Technology Industry Council (ITIC)  
Institute of Real Estate Management  
Iowa Broadcasters Association  
Iowa Cable & Telecommunications Association, Inc.  
Isis Video and Editing Services  
KA6UTC  
Kansas Association of Broadcasters  
KCET  
Kentucky Broadcasters Association  
KGTW  
Kinsella/Novak Communications, LLC  
K Mart  
KTSF  
Latinos in Information Sciences and Technology Association  
Latino Literacy Now  
Leadership Conference on Civil Rights (LCCR)  
League of United Latin American Citizens  
LG Electronics  
Louisiana Association of Broadcasters  
Louisiana Cable & Telecommunications Association  
Maine Association of Broadcasters  
Maryland/D.C./Delaware Broadcasters Association  
Massachusetts Broadcasters Association  
Meals on Wheels Association of America (MOWAA)  
Media Freedom Project  
MediaTides LLC  
Mexican American Opportunity Foundation  
Michigan Association of Broadcasters  
Microtune  
Minnesota Broadcasters Association  
Minority Media Telecommunications Council  
Mississippi Association of Broadcasters  
Missouri Broadcasters Association  
Mitsubishi Digital Electronics  
Mobile Media Enterprises

Montana Broadcasters Association  
 NAACP  
 National Alliance of State Broadcast Associations  
 (NASBA)  
 National Asian Pacific Center on Aging  
 National Association of Area Agencies on Aging  
 National Association of Black Journalists (NABJ)  
 National Association of Black Owned Journalists  
 National Association of Broadcasters (NAB)  
 National Association of Consumer Agency Administrators  
 (NACAA)  
 National Association of Counties (NACo)  
 National Association of Hispanic Journalists  
 National Association of Latino Elected Officials  
 National Association of Latino Independent Producers  
 National Association of Manufacturers (NAM)  
 National Association of Neighborhoods  
 National Association of Regulatory Utility Commissioners  
 National Association of Residential Property Managers  
 (NARPM)  
 National Association of Telecommunications and Advisors  
 (NATOA)  
 National Black Church Initiative  
 National Cable & Telecommunications Association  
 (NCTA)  
 National Coalition of Black Civic Participation  
 National Consumer's League  
 National Consumer Voice for Quality Long-Term Care  
 (NCCNHR)  
 National Council of LaRaza  
 National Education Association  
 National Fair Housing Alliance  
 National Grange  
 National Grocers Association (NGA)  
 National Hispanic Media Coalition  
 National Newspaper Publishers Association News Service  
 National Organization of Black County Officials  
 National Organization for Youth Safety  
 National Religious Broadcasters (NRB)  
 National Urban League (NUL)  
 Native American Journalists Association  
 Navigant Consulting, Inc.  
 National Council on Aging  
 Nebraska Broadcasters Association  
 Nevada Broadcasters Association  
 New Hampshire Association of Broadcasters  
 New Jersey Broadcasters Association  
 New Mexico Broadcasters Association  
 New Tang Dynasty Television  
 New York State Broadcasters Association  
 Nielsen Company  
 North American Retail Dealers Association (NARDA)  
 North Carolina Association of Broadcasters  
 North Dakota Broadcasters Association  
 Northern Virginia Resource Center for Deaf and Hard of  
 Hearing Persons  
 Ohio Association of Broadcasters  
 Ohio Cable Telecommunications Association (Stoddard)  
 Oklahoma Association of Broadcasters  
 Oregon Association of Broadcasters  
 Panasonic Corporation of North America  
 PCIA -- The Wireless Infrastructure Association  
 Pennsylvania Association of Broadcasters  
 Philips Consumer Electronics  
 Piedmont Triad Council of Governments  
 Plasma Display Coalition  
 Public Broadcasting Service (PBS)  
 Public Cable Television Authority  
 Qualcomm  
 RADD  
 RadioShack  
 Rainbow PUSH Coalition  
 Raycom Media, Inc.  
 RCA/Audio Video  
 Retail Industry Leaders Association  
 Retirement Living TV  
 Rhode Island Broadcasters Association  
 Rural Coalition  
 Samsung Electronics  
 Sanyo Fisher  
 Sanyo Manufacturing Corporation  
 Satellite Broadcasting and Communications Association  
 (SBCA)  
 Sears  
 SendTech, Inc  
 Signals Unlimited  
 Society of Motion Picture & Television Engineers  
 South Carolina Broadcasters Association  
 South Dakota Broadcasters Association  
 Southern Growth Policies Board  
 Special Olympics  
 Target  
 Telecommunications Industry Association (TIA)  
 Tennessee Association of Broadcasters  
 Terrestrial Digital  
 Texas Association of Broadcasters  
 Texas Cable & Telecommunications Association  
 Texas Instruments  
 Texas Metro Data & Marketing  
 THAT Corp.  
 Thomson  
 TitanTV Media  
 U.S. Chamber of Commerce  
 United Front Media  
 Universal Remote Control  
 Utah Broadcasters Association  
 Verizon  
 Vermont Association of Broadcasters  
 Virginia Association of Broadcasters  
 Voices of September 11th  
 Wal-Mart  
 Washington State Association of Broadcasters  
 Washington Urban League  
 WBAL  
 Wineguard Company  
 Wisconsin Broadcasters Association  
 Wisconsin Cable Communications Association  
 WLMB TV40  
 WUSA  
 Wyoming Association of Broadcasters  
 Zenith Electronics LLC