



Jack Sander

Joint Board Chair
1771 N Street, NW Washington, D.C. 20036
(202) 429-5300 • Fax: (202) 429-5410

August 21, 2007

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *In the Matter of DTV Consumer Education Initiative*
MB Docket No. 07-148

Dear Mr. Chairman:

On behalf of over 8,300 members of the National Association of Broadcasters (NAB), I want to thank you for the opportunity to serve on the Commission's Consumer Advisory Committee (CAC). We had a productive first meeting and we look forward to sharing ideas and building coalitions on educating the public about the digital television transition (DTV). In advance of our formal comments in the above-captioned rulemaking, we want you to be aware of broadcasters' efforts to-date.

The DTV transition is an issue NAB takes very seriously. After Congress made February 17, 2009, the hard date for analog shutoff in early 2006, NAB's Television Board of Directors made the DTV transition its single highest priority. As a result, NAB hired a full time staff of five to focus exclusively on educating consumers affected by the DTV transition.

At least 19.6 million households nationwide currently rely exclusively on free, over-the-air broadcasting. Another 14.7 million households may have some television sets connected to paid services like cable or satellite, but also have additional unconnected sets in a bedroom or kitchen that could lose reception after the transition. These figures do not even include the U.S. territories, which have a large number of over-the-air households. Demographics most disproportionately affected by the DTV transition are older Americans, minority populations, the economically disadvantaged and those living in rural areas. I know that you share our resolve that these valued viewers of our local broadcasts must not lose access to local television programming.

Consumer awareness about the transition is lagging. More than 60 percent of Americans surveyed are completely unaware that the transition is taking place. Through its DTV consumer education team, NAB has launched a massive campaign to educate consumers everywhere about the mandatory upgrade to digital television. This effort is not unlike a political campaign, where DTV is the candidate, the transition date of February 17, 2009 is Election Day, and over-the-air television viewers are our target voters. The goal of our campaign is for no consumer to lose

The Honorable Kevin J. Martin

August 21, 2007

Page 2

access to free local television programming after February 17, 2009, due to a lack of information about the DTV transition.

In addition to the over five billion dollars broadcasters have invested in digital television equipment, the NAB has also invested in substantial research so that we can design an effective message to encourage viewers to take the necessary steps to be ready for the transition. From nationwide focus groups to massive surveys aimed exclusively at over-the-air viewers NAB is working to find out as much as possible about America's over-the-air television viewers. NAB is also commissioning regional surveys beginning this fall to measure any increase in consumer awareness, so that we can focus our efforts on areas where awareness may be lagging.

NAB established and is helping to coordinate the DTV Transition Coalition, made up of businesses, trade associations and membership organizations dedicated to educating consumers on the DTV transition. We are pleased that the FCC officially joined the coalition on July 6, and coalition membership now numbers more than 150 businesses and organizations. Additionally, we have invited all members of the CAC to join the coalition.

You should also know that we have visited and are continuing to communicate with international officials to share our experience and learn from their transition efforts.

In addition, we have an extensive media outreach effort underway. We have briefed reporters from major news organizations in New York, Chicago, San Jose and Washington, D.C. to make sure the transition is covered both accurately and ubiquitously. We will also facilitate reporter briefings in all 50 states.

As part of this effort, we are using Web-based outreach, including www.DTVanswers.com – the broadcast industry's official Web site – to educate consumers, journalists and opinion leaders on the DTV transition.

We are also engaged in paid media and marketing that will dovetail with our media relations efforts, by targeting public transportation hubs and newspapers and through coordination with retailers in providing point-of-purchase consumer guides.

Public service announcements (PSAs) are also an important part of our media plan. Our PSA package will include, but is not limited to:

- **On-air announcements:** Four to six fully produced and edited 30-second announcements on the transition, and at least one 60-second version, that will be distributed to stations later this year;
- **Story Ideas and Copy** for stations to use in their newscasts;
- **Video package:** NAB will produce and distribute a DTV video package with B-roll footage of transmission towers, converter boxes, interviews and other useful footage to help stations report on the DTV transition;

- **Graphic elements:** Graphics, artwork and other production elements that local stations and state broadcasters groups can use to create their own spots;
- **“Donut” spots:** One or two “donut” spots – 30-second advertisements produced on the front and back ends, with room in the middle for a sound bite from a local official or news anchor – where local stations can insert their local talent into the DTV public service announcements;
- **DTV educational TV program:** A half-hour educational television program on the DTV transition that local commercial and public television stations can air when appropriate;
- **“Crawls”:** NAB will be working on and consulting with local stations and networks on how best to use “crawls” – or DTV-related messages that scroll across television screens during programming – to alert consumers to the transition and drive traffic to the Web site; and
- **Non-English language spots:** NAB is working with a number of groups that will produce spots in a variety of different languages for use on stations with non-English language programming.

Finally, let me briefly describe our Grassroots Initiatives:

Congress. Over the last two weeks NAB has sent Congressional DTV toolkits to all 535 members of Congress. The toolkit includes, among other things, a constituent PowerPoint presentation on the transition for congressional town meetings, a bilingual congressional newsletter insert, a sample press release and a resource guide.

On the Road. We will be attending more than 20 regional and national conferences in 2007. NAB also is spearheading a national DTV Speakers Bureau to directly educate consumers on the transition with over 8000 speaking engagements nationwide. And by this fall, NAB will launch a national DTV road show – a traveling media event that will reach more than 200 cities before February 2009.

Broadcasters at the national, state and local levels are coordinating extensively with government, private industry, membership organizations and others to generate as much consumer awareness and understanding of the DTV transition as possible between now and February 17, 2009. The future of our industry depends upon a smooth transition to digital television. Likewise, over-the-air television is vital to keeping Americans informed on local news, community events and weather – particularly critical in times of emergency.

The Honorable Kevin J. Martin

August 21, 2007

Page 4

The broadcasting industry is committed to a smooth transition. We look forward to working with you and the Commission to achieve that goal. Should you have any questions about NAB's efforts to ensure consumers are educated, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Jack Sander". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Jack Sander

cc: Commissioner Michael J. Copps
Commissioner Jonathan S. Adelstein
Commissioner Deborah Taylor Tate
Commissioner Robert M. McDowell
Consumer Advisory Committee