



**Testimony of David J. Barrett,
President and CEO,
Hearst-Argyle Television, Inc.
On behalf of
The National Association of Broadcasters
Before the
House Subcommittee on Telecommunications and the Internet
Of the
House Committee on Energy and Commerce**

**Status of the DTV Transition – Part 3
October 31, 2007**

Good morning Chairman Markey, Ranking Member Upton and subcommittee members. My name is David J. Barrett. I am the President and CEO of Hearst-Argyle Television, Inc. I am also a member of the Board of Directors of the National Association of Broadcasters (NAB), on whose behalf I am testifying today. NAB is a 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 and other federal agencies, and the courts.

The topic of today's hearing is the status of the digital television (DTV) transition. I am happy to discuss the transition from a broadcaster's perspective. For broadcasters, there are two equally important aspects of this transition: (1) making sure we are in a position to transmit a digital signal to our viewers at the time of the analog cut-off, and (2) making sure our viewers – your constituents – will be able to receive those signals on the TV sets in their homes. We are committed to report our progress on both fronts, including our consumer education campaign on a quarterly basis. We will also work with you and the Federal Communications Commission (FCC) to adapt as needed to ensure that the viewing public is fully informed about the transition and what they need to do to prepare for February 17, 2009. Let me touch briefly upon each of these aspects.

I. Transmitting Digital Signals

Transitioning our stations to digital represents a major financial commitment for the entire broadcasting industry. Thus far, Hearst-Argyle has spent more than \$80 million outfitting our television stations for digital transmission. That's nearly \$2.5 million per station, and that does not include the price of upgrading our news operations to high-definition, which we have done in four markets so far. Put simply, the digital transition is very expensive for broadcasters. And, the cost is the same whether you are a station in New York City or Helena, Montana. Furthermore, operating both analog and digital transmission streams, as we have done now for years, costs our stations real money in energy and labor expenses.

At Hearst-Argyle, we make a consistent effort to be on the cutting edge of television technology. Currently, all of our television stations are transmitting in digital.

And 16 of our stations are transmitting additional local programming through “multicast” channels, which, as you know, is possible with a digital television signal. Through our partnership with NBC, we have helped develop WeatherPlus, which, when aired on local multicast channels, provides up-to-the-second weather and emergency information to local residents.

Broadcasters are using multicast streams to provide “missing” networks in their area and are adding newly created local and national programming. All of this will mean enhanced viewing experiences for *all* consumers.

We applaud Chairman Martin for his leadership and the other Commissioners for their efforts to date to adopt technical rules and changes necessary to implement the transition. We look forward to working in a cooperative effort with Chairman Martin, the other Commissioners, and the FCC’s professional staff in the coming months to complete this important task.

II. Broadcasters Are Committed To A Comprehensive Consumer Education Plan

Beyond the technical challenges, broadcasters are fully committed to making certain that television viewers understand what they need to do to continue to receive their local television signals after the switch to digital-only broadcasting on February 17, 2009. It is in our self-interest to do so and to assure that no consumer – no viewer anywhere – is left behind due to a lack of information about the transition. We pledge to you that this goal will be achieved. Currently, there are 19.6 million U.S. households that receive over-the-air, broadcast-only signals, equating to 17% of total U.S. households. There are, on average, 2.27 television sets in these households, or approximately 45

million television sets that will be affected when analog signals are shut off in 2009. In addition, an estimated 24 million broadcast-only televisions in households also have cable, satellite or Internet connections. In total, nearly 69 million television sets may be affected.

Local television stations that today keep their communities informed and connected will remain a vibrant part of the media landscape in the 21st century. Broadcasters at the national, state and local levels have been coordinating extensively with government, private industry, membership organizations and others to educate all consumers so that they understand the DTV transition. These activities began in earnest in 2006 and will continue well after the transition on February 17, 2009.¹

We all desire a smooth transition to digital with minimum disruption to TV viewers. For this to happen, the American public must understand what all-digital broadcasting means for them, including the many benefits it will bring, the options available to be ready for the transition and the appropriate steps to take. To that end, the broadcast industry has embarked on an unparalleled and unprecedented consumer education campaign. This is a multifaceted, multi-platform education campaign that uses all of the tools available to achieve success.

Much has been said about government-mandated on-air public service announcements, or PSAs. I believe it will not be necessary for Congress or the FCC to mandate PSAs. Our effort will involve more than PSAs. We are developing a specific, multi-faceted, multi-language, multi-cultural plan. It will be more consumer friendly,

¹ Deficit Reduction Act of 2005, Pub. L. No. 109-171, Title III, §§ 3002(a), 3003, 3004, 120 Stat. 21, 22.

more customized, and tailored to the viewers and their special needs in each station's service area, and it will be more effective than any government-mandated plan.

No avenue to reach consumers will be left unexplored. Broadcasters have already embarked on an extensive education and marketing campaign to ensure we reach all ethnic and demographic groups, all geographical areas, urban and rural viewers, the young and the old.

NAB has made a significant investment in staff, having hired a five-person, full-time staff dedicated exclusively to DTV transition consumer education. The staff has utilized outside experts to conduct significant consumer research, in the form of surveys and focus groups to find out as much as possible about the universe of American over-the-air, broadcast-only viewers. NAB has also visited and opened dialogues with officials running respective DTV campaigns in the United Kingdom, Sweden, Austria and Belgium to ascertain how European nations are running their transition campaigns. NAB's plan is based upon solid consumer understanding, demographic and viewership knowledge, and the experience of other nations.

NAB has developed and is supporting www.DTVanswers.com, a comprehensive Web site that is a resource to educate consumers, journalists and opinion leaders about the DTV transition. Along with the Web site, NAB will direct our viewership that are not connected to the Web to call 1-888-DTV-2009, a government sponsored toll-free number equipped with information.

In addition to NAB's internal efforts, many individual stations are already running DTV transition action spots. For example, Raycom Media is running a series of these spots under the theme of "The Big Switch." Other companies, like Capitol Broadcasting,

Post Newsweek, Bonneville, Freedom and Dispatch Broadcast Group, are also already running DTV spots while many others have aired news stories on the subject. Moreover, NAB developed and sent to stations a comprehensive video package that includes, among other tools, interview sound bites for use in newscasts to tell the DTV story. It includes English and Spanish language DTV action spots as one part of our overall communications strategy. These spots are closed captioned and include the National Telecommunications and Information Administration's (NTIA) toll free number.

III. The Road Ahead - Over \$697 Million and 98 Billion Impressions

Recently, NAB engaged Starcom MediaVest Group as a strategic partner to help construct the DTV marketing plan and quantify the reach of our education initiatives. Starcom MediaVest Group is the largest media services organization in the country, responsible for more than \$16 billion in media spending annually. Using their proprietary, state of the art software program – Tardiis – Starcom MediaVest Group was able to calculate approximate impressions and valuations of the consumer education campaign.

Starcom MediaVest Group, along with NAB, created a dynamic, multi-channel communication plan that will reach virtually every American adult with sufficient frequency to alert and educate them of the impending transition to digital television. The plan was officially launched on October 15, 2007 and, according to Starcom, is projected to be worth an estimated \$697 million. Please see the attached outline of this plan (Attachment A). The multi-platform, multifaceted campaign marks the latest phase of the industry's DTV consumer education initiatives, which began in earnest in late 2006.

The combined elements of the DTV campaign will reach nearly all television viewers and generate 98 billion audience impressions² during the course of the campaign, which will run through February 17, 2009, when all full-power television stations must turn off their analog signals and begin broadcasting exclusively in the digital format. And to date, all of the broadcast networks and 112 companies and groups representing 1,071 stations have dedicated themselves to making this campaign a success. Please see the attached list of companies (Attachment B). More are joining the effort every week. Together, we will work to inform every American about the transition and the steps individuals must take to ensure they can watch their favorite programs on February 18, 2009.

The plan fully leverages all of the assets of the member stations, including commercial inventory, online offerings, community events, talent and outdoor advertising. Many facets of the campaign have already begun, with encouraging results.

Specialists in media planning and buying, public relations and event marketing have developed programs that will surround the TV viewing public with informative communications, many of which will be hands-on in nature.

NAB has already crafted communications materials, including:

- DTV Action Spots, in English and Spanish;
- Video packages for the stations and their news departments, including B-roll footage and other graphic elements that can be used by the stations in the development and editing of their stories regarding the digital transition;

² Impressions: The number of times an advertising schedule is seen over time. The number of gross impressions may exceed the size of the population since audience members may be duplicated. Webster, James G., Phalen, Patricia F. and Lichty, Lawrence W. (2000). Ratings Analysis The Theory and Practice of Audience Research (2nd ed.) Mahwah, NJ: Lawrence Erlbaum Associates.

- Tool kits for federal and state policy makers, which include:
 - (1) A PowerPoint presentation on the DTV transition;
 - (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;
 - (7) Key points on DTV;
 - (8) Banner Web site ads that may be linked to the broadcasters consumer-friendly DTVanswers.com Web site;
 - (9) A sample speech on DTV; and
 - (10) DTV background sheet.

These have been mailed to all members of Congress, gubernatorial offices, lieutenant governors, leadership of state houses, all state aging directors, state municipal association executive directors and state county association directors (including U.S. Territories).

- In the coming weeks, NAB will be sending out toolkits to all 7,200 state legislators, all secretaries of state and the mayors of the top 100 populated cities. Please see attached sample letter sent with each tool kit and accompanying materials (Attachment C).

- Brochures and collateral materials that have been distributed through coalition partners and at trade shows.

We encourage all members of Congress to post DTV transition information on their congressional Web sites and newsletters, hold town hall meetings to discuss the digital switch and use your platform as a member of Congress to help educate your constituents. Your local broadcasters can be a great resource during this time.

Additionally, the above materials are being produced and delivered to all of NAB's 1,169 member stations so that they can further educate their viewers. As we speak, DTV Action Spots are running on stations all across the country, and in prime time.

NAB has also made these materials available to non-member commercial and non-commercial stations as well. NAB will also produce a 30-minute educational program ready for airing on local stations.

In order to seed the campaign message, member stations and networks have committed to a comprehensive program of DTV action spots, air time and other on-air features. The program is based upon a combination of quarterly DTV action spot commitments, airing of 30-minute educational programs, airing of informational messages through crawls, snipes and news tickers, and other impactful features, such as a 100 day “count down” program to be included in all local news broadcasts.

Word-of-mouth and other techniques that can spread the word “virally” are critical for the success of educational campaigns. NAB has developed a program of grassroots initiatives that will provide community-level activities to drive the message home. NAB has already recruited a 730-person speaker’s bureau for an anticipated 8,000 speaking engagements to local high schools, senior centers, and other groups at the local level. In fact, more than 250 speaking engagements have already been booked. In addition, two customized tour trucks, designed to look like a television on wheels, will be criss-crossing the country, stopping at more than 600 local events in over 200 markets. Hands-on education and instruction regarding digital converters will be conducted at these events.

NAB has also helped form the DTV Transition Coalition with the National Cable & Telecommunications Association (NCTA) and the Consumer Electronics Association (CEA) that now boasts over 170 organizations to help get the word out regarding the digital transition. Please find attached a list of these members (Attachment D). Each of

these organizations has agreed to utilize their existing communications materials to communicate the news of the transition to their membership. Moreover, NAB's DTV staff has been teaming with coalition partners to exhibit and distribute information at their annual conferences and trade shows. These grassroots efforts will be extremely important to provide further context to the transition message and will enhance the understanding of the on-air campaign. Starcom endorsed these efforts, recognizing that they will provide incremental activities to some of the disproportionately affected groups: senior citizens, minority populations, lower-income constituents and rural populations. Media coverage of the transition story, in addition to coverage of many of the grassroots components, is anticipated to be significant. This transition affects many Americans and is duly newsworthy. To make sure that the DTV transition is being covered both accurately and ubiquitously by America's reporters, NAB has briefed reporters from major news organizations and plans to facilitate reporter briefings in all 50 states. NAB will push local news "hooks" into stories in major metro areas, suburban areas and into the heartland. We anticipate significant news coverage across local television, radio, newspaper and TV, as well as radio and newspaper Web sites. As the media marketplace continues to evolve to meet consumer needs, we will leverage stations outdoor and online assets.

Starcom proposed that a combination of streaming and display advertising be donated on the station's Web sites to support the transition campaign. Significant exposures are anticipated from this component of the campaign, extending the overall reach of the message.

Finally, paid media will be utilized to supplement activities in key markets where public awareness of the transition lags. Newspaper activities, efforts at public transportation hubs and at key retailers have been recommended in these areas.

NAB's plan will drive the message of digital transition across numerous consumer media touch-points. By engaging consumers via television, in the news media, online, through outdoor efforts and in direct, grassroots events, the message will be seeded and communicated much more effectively than through television advertising alone.

Despite the comprehensive nature of this multiplatform campaign, the value of this effort is a very conservative estimate, given that many elements that will be utilized to reach consumers were not included in the impression and value quantification. The more than \$697 million value of this multi-faceted television campaign does not even take into account the broad reach of other platforms that television broadcasters will utilize to reach all consumers with information about the transition to digital television. Not included in the campaign valuations is the invaluable reach of local news programming. Numerous local television news teams throughout the country will be covering the transition to digital as part of their effort to ensure their viewers are aware of news that personally affects their day to day activities. In addition to this, broadcasters will be working with their network and syndication partners to include messages about the digital transition in story lines and content of the most popular television shows.

Broadcasters will also be working with their counterparts at college television and radio stations to ensure messages about the mandatory upgrade to digital penetrate all

audiences. Radio broadcasters will also join the effort to educate America's consumers about the transition to digital television.

NAB will harness the power of outdoor media by working closely with companies such as CBS, Clear Channel and other outdoor media providers to reach consumers with information about the transition and drive them to the Web site: www.dtvanswers.com for additional information in preparing to upgrade.

The more than \$697 million effort will reach into every corner of this nation, and will ensure that come February 2009, no consumer is left behind in the analog era. We are 100 percent committed to this campaign. And we welcome your ideas to make it more effective. We believe that a plan that relies on a public/private partnership is the best method to ensuring a smooth transition.

IV. Commitment with Accountability

Broadcasters understand that policymakers share our concern about the upcoming transition. For that reason, we want to make clear that ours is a commitment with accountability. The education approach I have outlined above is aggressive and comprehensive. It also includes an element of flexibility necessary to ensure effectiveness. And, we believe that it is the best way to achieve our mutual goal of a successful transition.

Given the immense differences between communities across the country, it is imperative that broadcasters utilize a number of different tools to educate their viewers about the transition to digital. No one-size-fits-all approach to consumer education could efficiently educate viewers whose composites differ from market to market. Moreover,

no one knows how to reach television viewers about their viewing experience better than their local broadcasters. This education initiative is an important part of broadcasters' ongoing commitment to our viewers and our communities.

We want to work with policymakers. To that end, we will commit to report our progress on the education campaign through the NAB on a quarterly basis. We will also work with and coordinate our efforts with you and the FCC to modify adopt changes to our plan, as needed, to ensure that consumers are fully informed about the transition and what they need to do.

V. Don't Jeopardize the Transition to Digital Television with Unlicensed Devices in the Television Broadcast Spectrum

We caution that opening up the digital broadcast spectrum to portable, unlicensed devices at this time would turn the DTV transition on its head. It could create unacceptable interference—as the FCC's recent technical tests suggest. We are deeply concerned that allowing these devices in the television band will jeopardize the success of the transition and interfere with digital television reception. It would be unfair to consumers to jeopardize the transition. Some Silicon Valley companies want to allow millions of portable, unlicensed transmitting devices to operate on television frequencies without a license. Consumers deserve better. Policies to facilitate the fullest and most efficient use of the digital spectrum and the deployment of rural broadband are, indeed, appropriate. However, I believe you will agree those policies must be fully developed and the equipment must be tested in the field under “real world conditions” to assure that new devices operating in this spectrum will not endanger viewer reception of digital television. It would be premature to authorize these devices until the testing confirms that

they work in “real world conditions,” the digital transition is complete, and viewers have new reception equipment in place to receive digital television signals.

VI. Conclusion

In conclusion, I emphasize, again, that no one has a greater stake in a successful DTV transition than we, as broadcasters. It would be a disservice to the American people for you, the FCC, or our industry to jeopardize the transition. We assure you we, as broadcasters, will spare no effort to fully inform our viewers about the transition. We urge Congress and the FCC to move carefully and cautiously to protect the technical integrity of the digital spectrum and assure that television reception will not be impaired by other spectrum users. Our interests are aligned with yours. We fully understand the timelines and importance of our mutual challenge. We don't want to lose a single viewer in the transition, and we do not intend to.

I leave you with four final thoughts: One, broadcasters are fully committed to ensuring that no consumer—no viewer anywhere—is left uninformed about the DTV transition. Two, broadcasters accept their responsibility for a massive, unprecedented on-air consumer DTV information and education campaign. Three, we stand ready to work in partnership with Congress and the FCC for additional ideas and efforts to ensure that the transition on February 17, 2009, is seamless. And four, we urge Congress to protect, for consumers, the technical integrity of the new digital television service and defer the authorization of new uses of the spectrum until Congress is assured that digital television reception will not be impaired.

Chairman Markey, Ranking Member Upton, and Members of the Subcommittee,
thank you for inviting me to participate in this hearing, and I am happy to answer any
questions.

Attachment A



Great ready for the switch to digital television.

Comprehensive DTV Consumer Education Campaign

DTVAnswers.com

An initiative of the National Association of Broadcasters.

Overview

The National Association of Broadcasters (NAB), in a coordinated effort between local television stations across the country and their network partners, have put forth an unprecedented consumer education marketing effort to reach television viewers with information about the February 17, 2009 transition from analog to digital television (DTV).

Ensuring that all viewers are prepared when the federally-mandated switch to digital-only broadcasting occurs is a top priority of all television broadcasters, networks and the premiere advocacy organization that represents them in Washington, D.C. – the National Association of Broadcasters.

Consumers have much to gain with the transition to digital television, including crystal clear pictures and sound and a variety of new services, ranging from additional free broadcast channels to advanced data services. But millions of households that rely on free, over-the-air broadcast signals risk losing television reception unless they take steps to upgrade.

Since late 2006, efforts to educate consumers have been underway, spearheaded by an NAB team dedicated solely to digital transition education. In the second phase of this critical effort, broadcasters and networks are unveiling a multi-platform, multifaceted marketing effort to complement the variety of other initiatives dedicated to educating consumers about the nation's switch to digital broadcasting.

With the immense amount of activity broadcasters and their network partners are undertaking to educate consumers on the transition, NAB engaged Starcom MediaVest Group as a strategic partner to help construct the plan and quantify the reach of these initiatives. Starcom MediaVest Group is the largest media services organization in the country, responsible for more than \$16

billion in media spending annually. Using their proprietary, state of the art software program – Tardiis – Starcom MediaVest Group was able to calculate approximate impressions and valuations of the consumer education campaign. Given the immense differences between communities across the country, it is imperative that broadcasters utilize a number of different tools to educate their viewers about the transition to digital. A one-size-fits-all approach to consumer education can not efficiently educate viewers whose composite differs from market to market. No one knows how to reach television viewers about their viewing experience better than their local broadcasters. This education initiative is an important part of broadcasters' ongoing commitment to their viewers and their communities.



Starcom MediaVest™
GROUP

October 15, 2007

David K. Rehr, Ph.D.
President and CEO
National Association of Broadcasters
1771 N Street, NW
Washington, DC 20036

Dear David:

On behalf of Starcom MediaVest Group, I'd like to thank the National Association of Broadcasters for trusting us with the important task of counseling the NAB on the best approach for informing and educating the U.S. television viewing public of the impending switch from analog to digital television.

Starcom MediaVest Group is the largest media services organization in the country, responsible for more than \$16 billion in media spending annually. We are honored to serve some of the largest and most dynamic marketers in the country, including General Motors, Procter & Gamble, Coca-Cola and Kraft, just to name a few.

Given the rapidly changing media landscape, smart marketers today rely on multi-communications platforms for reaching their target audiences. Sophisticated marketers realize that consumers are increasingly elusive, and relying solely on one medium is rarely sufficient for delivering their messages. This modern philosophy goes by many names, including "holistic planning", "channel planning", or any number of industry terms. But the driving principle is consistent: it is important to engage consumers across numerous media elements in order to effectively communicate a message.

The multi-platform marketing plan that the NAB has developed with the help of Starcom to communicate this important initiative embraces the principles of multi-channel communications. It utilizes the broadcasters' commercial inventory, along with their digital assets. It includes place-based and outdoor media. It utilizes grassroots elements at the local level. It also includes significant public relations efforts that will deliver considerable coverage in newspapers, on television and radio and online. There will also be numerous word-of-mouth and "viral" efforts that will spread the message throughout the community.

On behalf of Starcom MediaVest Group, I fully endorse the multifaceted approach being taken by NAB.

Best regards,

A handwritten signature in black ink that reads "Renetta E. McCann". The signature is fluid and cursive, with a long horizontal stroke at the end.

Renetta McCann
Global CEO
Starcom MediaVest Group

Executive Summary

Background

As mandated by the Deficit Reduction Act of 2005, all full-power television stations must cease analog transmissions on February 17, 2009 and begin transmitting in a digital-only format.

In preparation for this transition, the National Association of Broadcasters (NAB) has developed a comprehensive communications and education campaign. The purpose of this campaign is to alert the U.S. television viewing public of the impending shift and to inform them of the measures they need to take in order to ensure that they will be prepared to receive television broadcasts once the transition takes place.

Currently, there are 19.6 million U.S. households that receive over-the-air, broadcast-only signals, equating to 17 percent of total U.S. households. There are, on average, 2.27 TVs in these households, or approximately 45 million televisions. In addition, there are an estimated 24 million broadcast-only televisions in households that also have cable/satellite/internet connections. In total, nearly 69 million televisions would be affected.

The NAB has engaged Starcom MediaVest Group (SMG) as counsel in the development of this marketing campaign. Starcom MediaVest Group is the largest media services organization in the United States, representing dynamic advertisers such as General Motors, Procter & Gamble and Coca-Cola in the development of their strategic marketing programs.

Plan Overview

SMG, along with the NAB, has developed a dynamic, multi-channel communication plan that will reach virtually every American adult with sufficient frequency to alert and educate them of the impending transition to digital

television. The plan fully leverages all of the assets of the participating stations, including commercial inventory, online resources, community events, talent and outdoor advertising. A soft-launch of the campaign is underway, with encouraging results. While NAB and many broadcasters have already begun valuable education efforts, the next phase of this comprehensive plan began in earnest October 2007.

NAB has made a significant investment in staff, having hired a five-person, full-time staff dedicated exclusively to DTV transition consumer education. The staff has already utilized outside experts to conduct significant consumer research, in the form of surveys and focus groups to find out as much as possible about the universe of American over-the-air, broadcast-only viewers. NAB has also visited and opened dialogues with officials running respective DTV campaigns in the United Kingdom, Sweden, Austria and Belgium to ascertain how European nations are running their transition campaigns. NAB's plan is based upon solid consumer understanding, demographic and viewership knowledge and the experience of other global nations.

NAB has developed and is supporting *www.DTVanswers.com*, a comprehensive Web site, which is a resource to educate consumers, journalists and opinion leaders about the DTV transition. The Web site address will be included in all communications materials. In addition, for those constituents who prefer telephone contact, there is a government sponsored (800) number phone line resource for information as well.

NAB has engaged SMG, along with several other leading communications firms, to aid in the development of their plan. In addition, NAB is working with specialists in media planning and buying, public relations and event marketing to

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develop programs that will surround the TV viewing public with informative communications, many of which will be hands-on in nature.

NAB has already developed communications materials, including:

- DTV Action Spots in English and Spanish
- Video packages for stations' news departments, including B-roll footage and other graphic elements that can be used to develop and edit stories regarding the digital transition
- Toolkits for federal and state policy makers, complete with presentations and Web banners
- Brochures and collateral materials that have been distributed through coalition partners and at trade shows

The above materials are being produced and delivered to all of NAB's 1,169 member television stations. In addition, NAB made these materials available to non-member commercial and non-commercial stations as well. NAB will also produce 30-minute educational programs for local stations.

In order to seed the campaign message, SMG has instructed NAB to recommend to its member stations and networks a comprehensive program of DTV Action Spots, air time and other on-air features. The program is based upon a combination of running quarterly DTV Action Spots and airing of the 30-minute educational programs and informational messages through crawls, snipes, news tickers and other impactful features, such as a 100-day "count down" program to be included in all local news broadcasts.

Word-of-mouth and other techniques that can spread the word "virally" are critical for the success of educational campaigns. NAB has developed a program of grassroots initiatives that

will provide community-level activities to drive the message home. NAB has already recruited a 700-person speaker's bureau for an anticipated 8,000 speaking engagements at venues all across the nation, including local chambers of commerce, senior centers and civic clubs. Two customized tour trucks, designed to look like televisions on wheels, will be crisscrossing the country, stopping at more than 600 local events in over 200 markets. Hands-on education and instruction regarding digital converters will be conducted at these events.

In addition, NAB has formed a coalition with 170 organizations, such as AARP and National Council of La Raza (NCLR), to help get the word out regarding the digital transition. Each of these organizations has agreed to utilize their existing communications materials to communicate the news of the transition to their membership. Additionally, NAB's DTV team has been teaming with coalition partners to exhibit and distribute information at their annual conferences and trade shows.

These types of grassroots efforts will be extremely important to provide further context to the transition message and will enhance the understanding of the DTV Action Spot television campaign. SMG endorses these efforts, recognizing that they will provide incremental activities to some of the disproportionately affected groups: senior citizens, minority populations, lower-income constituents and rural populations.

Media coverage of the transition story, in addition to coverage of many of the grassroots components, is anticipated to be significant. This transition affects many Americans and is duly newsworthy. NAB has a full-time media relations staff member whose sole purpose is to make sure that the DTV transition is being covered both accurately and ubiquitously by America's reporters. NAB has briefed reporters from major news organizations

Executive Summary

and plans to facilitate reporter briefings in all 50 states. With the aid of NAB's public relations agency, Crosby Volmer International Communications, NAB will push local news "hooks" into stories in major metro areas, suburban areas and in the heartland. We anticipate significant news coverage across local television, radio and newspapers, as well as their Web sites.

As the media marketplace continues to evolve to meet consumer needs, the member stations of NAB have developed significant assets beyond just their commercial inventory. The members have significant online assets that they can bring to bear for this program. In addition, some members also have significant outdoor advertising assets that will be utilized to communicate the transition message.

SMG has proposed that a combination of streaming and display advertising be donated on the stations' Web sites to support the transition campaign. Significant exposures are anticipated from this component of the campaign, extending the overall reach of the message.

Finally, paid media will be utilized to supplement activities in key markets where public awareness of the transition lags. Advertisements in newspapers, at public transportation hubs and at key retailers have been recommended in these areas.

Plan Delivery

NAB's plan will drive the message of the DTV transition across numerous consumer media touchpoints. By engaging consumers via television, in the news media, online, through outdoor efforts and in direct, grassroots events, the message will be seeded and communicated much more effectively than through television advertising alone.

SMG has quantified and estimated the overall delivery of this campaign utilizing the agency's industry-leading tools. SMG projects that

virtually the entire U.S. adult population will be exposed to these messages.

It is the opinion of Starcom MediaVest Group that this is a dynamic, multi-channel communications program that will be effective in communicating the digital transition to the U.S. population.

DTV Consumer Campaign Overview

Television Elements	Impressions (18+)	Reach	Average Frequency	Approximate Value
DTV Action Spots	23,443,563,000	82.3%	132	\$327,474,100
Crawls, Snipes and/or Newstickers	8,020,135,000	69.5%	53.5	\$26,637,500
30-Minute Educational Programs	192,412,000	12.7%	7	\$4,191,700
100-Day News Countdown	62,448,468,000	85.8%	337.2	\$275,658,200
Newspaper Coverage	1,768,727,000	58.3%	14.1	\$2,651,600
Online Newspaper Coverage	486,697,000	13.7%	16.4	\$1,062,400
DTV Road Show	1,780,598,000	42.9%	19.2	\$7,321,800
DTV Speakers Bureau	1,000,000	1%	1	\$2,000,000
Banner Ads on Station Web sites	225,542,000	11.2%	9.3	\$457,700
TOTAL	98,367,141,000	93.9%	485.4	\$647,455,000
Public Television Commitment			+	\$50,000,000
TOTAL COMMITMENT = \$697,455,000				

About Tardiis: Tardiis is a state-of-the-art television optimizer exclusively developed for Starcom MediaVest Group. It harnesses the power of viewing at the program level to provide optimized schedules for individual brands, as well as allocating programs across multiple products. The reach-based, multi-brand optimization and corporate allocation include inventory management and the ability to routinely include qualitative as well as quantitative variables.

Additional Efforts

Despite the comprehensive nature of this multi-platform campaign, the value of this effort is a very conservative estimate, given that many elements that will be utilized to reach consumers were not included in the impression and value quantification. The nearly \$700 million value of this multifaceted television campaign does not even take into account the broad reach of other platforms that television broadcasters will utilize to reach all consumers with information about the transition to digital television.

Local News Coverage

Not included in the campaign valuations is the invaluable reach of local news programming. Local television news teams throughout the country will be covering the transition to digital as part of their consumer awareness efforts.

Utilizing Content

Broadcasters will be working with their network and syndication partners to include messages about the digital transition in story lines and content of popular television shows.

Radio

Radio broadcasters will also join the effort to educate America's consumers about the transition to digital television. NAB will supply stations with DTV Action Spots, as well as scripts for live talent reads. NAB is also providing stations with Web banners and information about the easy steps viewers can take to upgrade to digital.

College broadcasters

Broadcasters will be working with their counterparts at college television and radio stations to ensure messages about the mandatory upgrade to digital reaches all audiences.

Outdoor Media

NAB will harness the power of outdoor media by working closely with CBS, Clear Channel and other outdoor media providers to reach consumers with information about the transition and drive them to www.dtvanswers.com for additional information.

Addendum of Definitions

Campaign Elements

DTV Action Spots: A combination of 10, 15 and 30 second spots running across all dayparts in network, local station and syndication programming encouraging television viewers to take action to prepare for the transition to digital television. Available in English and Spanish.

Crawls, snipes and/or newstickers: DTV messages running across programming on local stations across non-prime dayparts.

30-Minute Educational Programs: NAB-produced educational program on preparing for the DTV transition. Available in English and Spanish to run by stations in selected dayparts.

100-Day Countdown: Local station graphic and/or mention in various news and other programs reminding viewers of the number of days left until the switch to digital on February 17, 2009. *(To begin 100 days prior to the switch.)*

Newspaper print and online coverage: NAB's DTV transition team includes a media relations director and a public relations firm identifying and working with print reporters across the country to promote the DTV transition. Estimates based on newspaper circulation, Web site analytics and CPM estimates.

Road Show "Trekker": NAB's two giant televisions on wheels that will tour the country visiting 600 locations in 200 markets from November 2007 through the transition date. Trekker staff will be on hand to distribute information about the switch to digital television.

Speakers Bureau: NAB's comprehensive speakers bureau, made up of volunteers from the broadcast industry (station management, on-air talent and others) committed to giving presentations to local civic groups and others interesting in learning about the DTV transition. Impressions based

on target of 8,000 speaking engagements nationwide expected to reach one million consumers.

Online Banner Ads: NAB has made available online Web banner ads to direct visitors to the comprehensive site – www.dtvanswers.com – to prepare for the transition to digital. Estimates based on Web analytics and exposure on local station sites.

Measurement Terms ¹

Gross Impressions: The number of times an advertising schedule is seen over time. The number of gross impressions may exceed the size of the population since audience members may be duplicated.

Reach: The number of unduplicated persons or households included in the audience of a station or a commercial campaign over some specified period. Sometimes expressed as a percentage of the market population.

Frequency: In advertising, the average number of times that an individual is exposed to a particular advertising message.

¹ Webster, James G., Phalen, Patricia F. & Lichty, Lawrence W. (2000). Ratings Analysis: The Theory and Practice of Audience Research (2nd ed.) Mahwah, NJ: Lawrence Erlbaum Associates.

Attachment B

Endorsements

While all broadcasters will be engaged in digital television transition consumer education efforts, the following companies have specifically endorsed this multifaceted campaign and are committed to working with our private and public sector partners to lead the way to ensure that no consumer is left without access to television due to a lack of information about the transition to digital.

Company	Stations Represented
ABC Owned Television Stations	10
ABC Television Network	
ACME Communications	7
Allbritton Communications Company	8
Arkansas Educational Television Network	6
Bahakel Communications Television	6
Banks Broadcasting	1
Barrington Broadcasting Group	17
Belo Corporation	19
Block Communications Inc.	5
Bonneville International/KSL TV	1
Bonten Media Group	8
California Oregon Broadcasting	3
Capitol Broadcasting Co., Inc.	4
CBS Television Network	
CBS Television Stations	29
Chambers Communications Corp.	4
Channel 2 Broadcasting Co, KTUU-TV	1
Citadel Communications Co., Ltd.	4
Clear Channel Television (pending to Newport Television)	36
Commonwealth Public Broadcasting Corp.	5
Cordillera Communications	11
Cox Television	14
CW Network	
Davis Television	1
DayStar Television Network	11
Dispatch Broadcast Group	2
Diversified Communications	2
Drewry Group	5
Duhamel Broadcasting Entprses.	4
Emmis Communications Television	1
Entravision Communications Corp.	17
Equity Broadcasting Group	18
EW Scripps Company	10
Fisher Broadcasting	12
Fox Television Network	
Fox Television Stations Inc.	37
Freedom Communications	9
Gannett Broadcasting	23
Georgia Public Broadcasting	9
Granite Broadcasting Corporation	10
Gray Television	33

Griffin Communications	3
Hearst-Argyle Television, Inc.	36
Heritage Broadcasting Co.	2
Hoak Media, LLC	15
Hubbard Broadcasting	13
ION Media Network	
ION Media Network Television Stations	56
Iowa Public Television	8
Journal Broadcast Group	9
Landmark Communications	2
Lilly Broadcasting, LLC	2
LIN TV Corporation	32
Lincoln Financial Media	3
Lockwood Broadcasting	3
Malara Broadcast Group	2
Maryland Public Broadcasting	5
Max Media LLC	9
McGraw-Hill Broadcasting Group	4
McKinnon Broadcasting, Inc	3
Media General Broadcast Group	21
Mel Wheeler, Inc.	2
Meredith Corporation Broadcasting Group	12
Morgan Murphy Media	5
Morris Multimedia Inc.	5
My Network TV	
NBC Universal Television Network	
NBC Universal Television Stations	12
Nebraska Educational Telecommunications Comm	8
News-Press & Gazette	6
NexStar Broadcasting Group, Inc.	31
Northern California Public Broadcasting Inc	3
Northwest Broadcasting, Inc.	5
Oklahoma Educational TV Authority	4
Oregon Public Broadcasting	5
Pappas Telecasting Companies	17
Post-Newsweek Stations, Inc.	6
Prime Cities Broadcasting	2
Prime Time Christian Bcstg Inc	5
Quincy Newspapers, Inc.	11
Ramar Communications	4
Raycom Media, Inc.	35
Red River Broadcast Company LLC	7
Rogers State University Public TV	1
Saga Communications, LLC	3
Sagamore Hill Broadcasting	8
Sarkes Tarzian Television	2
Schurz Communications, Inc.	9
ShootingStar Broadcasting	1
Sinclair Broadcast Group	51
SJL Broadcast Management Corp	10
South Carolina ETV Commission	11
Southeastern Media Holdings LLC	3

Southern Broadcast Corporation	3
Sunbeam Television Corporation	3
Sunbelt Communications Company	15
TCT Ministries	5
Telemundo Group, Inc.	15
Telemundo Network	
The Victory Television Network	3
Tribune Broadcasting Company	24
Trinity Broadcasting Network	24
United Communications Corp.	2
Univision Communications, Inc.	40
Univision Network	
West Virginia Educ. Bcg. Auth.	3
West Virginia Media Holding	4
Wilson Broadcasting	1
Withers Broadcasting	3
Woods Communications	2
Young Broadcasting, Inc.	9
	<hr/>
Total	1071

Endorsements received as of 10:30 a.m. ET October 29, 2007.

Attachment C

October 22, 2007

The Honorable Sarah Palin
Attention: Mike Tibbles, Chief of Staff
Office of Governor Sarah Palin
State Capitol, P.O. Box 110001
Juneau, AK 99811-0001

Dear Governor Palin:

A law passed by Congress in 2006 will dramatically impact the way 42,620 Alaska residents view television, starting in 2009.

Television will change dramatically on February 17, 2009, when television stations across the country complete the federally mandated transition from analog to digital television (DTV) broadcasting. And while consumers have much to gain – including more free channels and the crystal clear pictures and sound of digital – 42,620 Alaska households that receive television through antennas risk losing television 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 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. Our member stations have spent over \$5 billion updating their equipment and infrastructure to prepare for the transition. In fact, over 92 percent of full power television stations are already broadcasting in digital. But consumer awareness about the transition lags.

As governor, you have a unique platform to help inform and educate your constituents about the DTV transition. To that end, NAB has developed a tool kit to help explain the transition to your constituents. All of the information is available electronically and contained on the disc inside this packet. The disk 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;
- (7) Key points on DTV;
- (8) Banner Web site ads that may be linked to the broadcasters consumer-friendly DTVanswers.com Web site;
- (9) A sample speech on DTV; and
- (10) DTV background sheet.

NAB has launched an aggressive consumer education campaign to help consumers learn more about making the easy transition to digital. The DTVanswers.com Web site is the most comprehensive and consumer-friendly site currently available on the subject, providing visitors with a variety of helpful resources. In order to help educate your constituents about the DTV transition, please recommend that they visit the DTVanswers.com site. To assist in this effort, the toolkit contains banner ads that you can place on your Web site to link to the site.

I believe that we have an exciting challenge ahead of us, and I welcome any input you may have about how we can best reach citizens with our message to ensure a successful transition to digital on February 17, 2009. For more information on the DTV transition, I encourage you to contact Vinnie Mascarenhas, NAB's director of external relations for DTV, at (202) 429-5358 or vmascarenhas@nab.org.

Best wishes.

Sincerely,



David K. Rehr

cc: Darlene Simono, President & CEO, Alaska Broadcasters Association

5 minute speech

How many times throughout your entire lifetime 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 co-workers on a regular basis.

You probably discuss the latest TV newscast 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 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 be eligible for 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 TV, 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 DTV was mandated by Congress in 2005. 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 news broadcasts.

This is known as “multicasting,” and it has the potential to change TV as we know it.

Historically, television has been broadcast in analog format. Many TV’s get their reception through rooftop antennas or “rabbit ears”, which pick up these analog broadcasts.

On February 17, 2009, all analog broadcasts will be upgraded to digital.

What does this mean for you and your family?

Who will be affected?

It means that if you currently get free broadcasts through rooftop “rabbit ears” antennas, you may lose your reception after the switch.

Imagine. You wake up on February 17, 2009 and turn on your favorite morning show, and you get nothing but static.

This could happen to viewers all across the U.S.

But you can take one of three steps to make sure this does not happen to you.

The first simple step you can take is to purchase a DTV converter box that will convert the digital signal into an analog format. This way you can watch digital broadcasts on your existing analog television set.

Converter boxes are simple and user-friendly.

The National Telecommunications and Information Association (NTIA) has created a voucher program for consumers who need a converter box.

Each household is eligible to receive two \$40 coupons to be used toward the purchase of new converter boxes.

Converter boxes will be available for purchase at many electronic retailers beginning in 2008.

Each coupon can be used toward one converter box.

The second step you can take is to purchase a new television with a digital tuner.

The third option is to subscribe to a paid cable, satellite, or telephone television service such as FIOS.

If you already subscribe to one of these, you should not be affected by the switchover. You will continue to receive programming after February 17, 2009, as you do today.

If you have purchased a new HD or LCD screen television lately, you are already receiving digital TV.

In fact, all TV's manufactured after March 1, 2007 are required have digital tuners built in, but make sure you check with your local retailer, or check your user's manual to be certain.

If you go out and purchase a new television set, be sure and specify to your retailer that you need a digital tuner.

Even though new televisions are required to have digital tuners, some older analog TV's may still be on shelves.

Many of you may be 100% prepared for the switch.

But I suggest you take a minute and make a mental note of all the televisions in your house.

Think about TV sets in your basement, kitchen, or bedroom. Do you have a second home? A beach house? A cabin?

Think about televisions you have that may not be used often. Ask yourself whether they need to be upgraded to DTV.

It's estimated that about 19.6 million households are receiving only analog broadcasts.

An additional 15 million more households have at least one analog TV set.

Here in *insert your state*, there are approximately *insert number of* households that receive free over-the-air broadcasting through rabbit ears or a roof top antenna. If these households do not take the steps to upgrade they will lose television reception on February 17, 2009.

We want to ensure every last TV is equipped for the transition, and every person across this country is prepared.

But in order to do this, we need your help.

We need you to take this mission to your friends and family members so we can meet our goal of reaching every last household here in America.

I urge you to start preparing yourself, your family, your neighbors, and your friends today for the DTV transition.

We want everyone to be able to enjoy their favorite morning show, soap opera, sitcom, drama, news show, or reality show on February 18, just as they do today.

If you have any questions we have a few minutes left. (5 minutes for questions)

Brief Q&A with audience.

If there are any questions I have not answered I will be leaving some reading materials in the back of the room for you to take home, and I encourage you to visit www.DTVanswers.com for more information.

15 minute speech

We are embarking on an unprecedented revolution in the way we view television.

What we are about to experience is a milestone change. It will impact an entire industry in the way that the assembly line forever changed the way we manufacture.

The way that forsaking trains for airplanes changed the way we get from point A to B.

The way that switching to color television and color movies changed the way we are entertained.

I am talking about the switch to digital television, and it is going to happen on February 17, 2009.

I want to thank you very much for inviting me to speak to you today.

Spend a few minutes introducing yourself and provide background on your station and its role in the community.

Think about how many times you watched TV today. Or even caught a glimpse of what was on the tube.

What if I told you that this broadcast will be obsolete in 2009?

And what if I told you that everyone in this audience who receives free over the air TV 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 be eligible for more TV channels than you get today?

I'm guessing you'd like that.

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

Television will no longer be broadcast the way it was when you and I, our parents, and even our grandparents grew up.

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

The transition to DTV will be the single most significant advancement in television since the color TV was invented in the 1950's.

We will experience a dramatic change in the way our favorite television shows are broadcast.

Historically, stations have broadcast through analog signals. Televisions have picked up these analog signals through analog tuners or rooftop antennas—the archaic looking ones that resemble “rabbit ears.”

On February 17, 2009, all of these analog signals will be upgraded to digital signals.

Why the upgrade to digital? How will this revolutionize television as we know it?

Congress mandated the switch by passing a law in 2005, and they set the date for February 17, 2009.

They recognized that DTV will give us dramatically improved pictures and sound, and that it is more efficient and more flexible than the traditional analog broadcast technology.

Plus, it gives viewers who own HDTV 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 news broadcasts.

This is called “multicasting,” and it has the potential to change TV as we know it.

Digital television was first introduced in the 1990’s when everything was becoming digitized. In the 1990’s our music, our cell phones, our movies, they all went digital.

Many TV stations followed suit and began airing their broadcasts in both digital and analog formats.

Considering how far technology has come, it’s surprising that we’re still broadcasting in analog format.

This is a technology we’ve been using for over 80 years!

80 years ago we had no internet, no computers, no faxes, no color TV. Many households didn’t even have electricity!

Yet millions of households across the country are still receiving analog broadcasts through their “rabbit ears.”

In fact, it’s estimated that about 19.6 million households are receiving only analog broadcasts.

An additional 15 million more households have at least one analog TV set.

There are about 64 million analog television sets still being used across the country.

Here in *insert your state*, there are approximately *insert number* households that receive free over-the-air broadcasting through rabbit ears or a roof top antenna. If these households do not take the steps to upgrade they will lose television reception on February 17, 2009.

Because Congress made this transition the law, I want to make sure that no viewer or no television set is left behind come February 17th, 2009.

You remember Y2K. It sounded overwhelming at first.

But when we finally got there, everyone was prepared, and life went on exactly as it did before.

Many of you might already be prepared for the DTV transition.

So how do you know if you're digital ready?

How can you be 100% prepared for the transition?

If you have purchased a new TV recently, there's a good chance your TV has a digital tuner, capable of receiving digital signals. You need to ask your retailer, check your user's manual, or visit the manufacturer's website to be certain.

All TVs manufactured after March 1, 2007 are required have digital tuners built in, but analog TV's are still on shelves. That's why it's important you do a little homework to make sure your TV is digital.

If you subscribe to a paid cable, satellite, or telephone television service such as FIOS, you are already receiving digital cable. If you need more information or have any questions about these services, be sure contact your service provider.

If you don't meet any of these criteria, then you can follow one of three simple steps that will ensure you won't wake up on February 18 to static instead of your favorite morning show.

One of these steps is to purchase a converter box from your local electronic retailer, similar to the one I have here on display.

The converter box converts the new digital signal back into analog format.

That way you can view digital signals on your analog TV set.

They are extremely user-friendly. They are manufactured by a handful of vendors and will be available beginning in January of 2008.

The National Telecommunications and Information Administration (NTIA) has created a voucher program to provide financial assistance to consumers who need converter boxes.

Every household will be able to apply for up to two coupons, worth \$40 a piece.

These coupons must be redeemed within three months. They will be available in early 2008, and you must register with the NTIA to receive the coupons.

Each coupon can be used toward one converter box.

For example, if you are married, you and your spouse cannot combine your respective \$40 dollar vouchers, put them toward a \$60 converter box, and then keep the change.

Just one coupon per box will be permitted.

You may be wondering whether or not you need a converter box, so, keep in mind that you may have some televisions sets in your homes that are DTV already, and some that are not.

Do you have TVs in your basement? Bedroom? Kitchen? Do you have a second home? A beach house? A cabin?

Make a mental note of where your televisions are, and think about whether or not they are DTV ready.

Do they use an antenna? Is it an older model TV? If so, chances are you will need a converter box.

If the TV is new and equipped with a digital tuner, then you may not need the converter box.

Which brings me to the second option, which is to purchase a new television with a digital tuner.

And remember, it's important that you specify to your electronics retailer that you want a TV that has a digital tuner capable of receiving digital signals.

Paid cable, satellite, or telephone television services will all ensure you will get your broadcasts on February 18, 2009.

Your third option is to go out and simply subscribe to paid cable, satellite, or phone service broadcasts.

While the goal of getting every household in America ready for the digital transition may seem a little ambitious, the switch to digital that the U.S. is making in 2009 is not unique.

The transition to digital television is a global movement.

Many nations have already completed their own switchover, and several European countries have set a switchover date that is earlier than ours.

The need to switch to digital is a universally accepted necessity, and you have the ability to be completely prepared for it.

Remember, if you want to watch your favorite morning show, soap opera, sitcom, drama, or news show on February 18, you need to take one of 3 steps:

ONE—Purchase a converter box. Purchasing a converter box is simple and there are government funds available to help you buy one.

TWO—Purchase a new television set with a built-in digital tuner

OR THREE—Subscribe to a cable, satellite, or telephone company television service

We want to ensure that every last TV is equipped for the transition, and that every last person across the country is prepared.

In order to do this, we need your help.

We need you to take this mission to your friends and family members so we can meet our goal of reaching every last household here in America.

I urge you to start preparing yourself, your family, your neighbors, and your friends today for DTV.

If you have any questions about the DTV transition, I encourage you visit www.DTVanswers.com. There you can find all the information you need on how you can be prepared for the switch.

Television stations have already been doing their part in the transition. Over 92% of television stations now provide digital programming in addition to their analog service.

And now you have *insert number here* of days to make sure you and your family are ready.

Thanks again for inviting me to speak to you today.

I have a few minutes to answers some questions you may have about the transition.

Brief Q&A with audience.

For those of you with more questions I have a few reading materials you are welcome to take home with you. If you still have some questions, please refer to the materials or go to www.dtvanswers.com

30 minute speech

We are embarking on an unprecedented revolution in the way we view television.

What we are about to experience is a milestone change. It will impact an entire industry in the way that the assembly line forever changed the way we manufacture.

The way that forsaking trains for airplanes changed the way we get from point A to B.

The way that switching to color television and color movies changed the way we are entertained.

I am talking about the switch to digital television, and it is going to happen on February 17, 2009.

I want to thank you very much for inviting me to speak to you today.

Spend a few minutes introducing yourself and provide background on your station and its role in the community.

Think about how many times you watched TV today. Or even caught a glimpse of what was on the tube.

What if I told you that this broadcast will be obsolete in 2009?

And what if I told you that everyone in this audience who receives free over the air TV 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 be eligible for more TV channels than you get now?

I'm guessing you'd like that.

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

We will experience a dramatic change in the way our favorite television shows are broadcast.

But before I tell you why, let's take a look back at some of the major milestones in television history.

Then I'll take you to the future of television, and show you how the DTV transition will affect you.

In 1927, Bell Telephone and the U.S. Department of Commerce conducted the first long distance use of television between Washington D.C. and New York City.

In 1948, cable television was born in the mountains of Pennsylvania.

In 1953, the first successful color television began commercial broadcasts.

1960 marked the first televised presidential debates, between John F. Kennedy and Richard M. Nixon.

Kennedy's comfort on TV compared to Nixon drastically impacted the election. Those listening to the debate on the radio were far less impressed by Kennedy.

In 1969, Astronaut Neil Armstrong took the first lunar stroll. About 720 million people around the world tuned in to view it live.

In 1989, Pay-per-view became a familiar part of cable TV service, reaching about one-fifth of all wired households.

In 1993, Closed Captioning became a requirement on all TV sets.

2005 saw flat screen TVs & HDTV become the "in" thing of the year. Almost all televisions sold are now flat LCD and Plasma screens.

And that brings us to our latest milestone in television history: February 17, 2009.

On that date, we—as a nation—will make the transition to Digital Television, or DTV.

The transition to DTV will be the single most significant advancement in television since the color TV was invented in the 1950's.

We will experience a dramatic change in the way our favorite television shows are broadcast.

For the past 80 years, we've been getting our broadcasts through the same antiquated technology.

Since the inception of the first television, stations have been broadcasting through analog signals.

Televisions have picked up these analog signals through analog tuners or antennas—the old-fashioned looking ones that resemble "rabbit ears."

On February 17, 2009, all of these analog signals will be upgraded to digital signals.

Stations across the country will be broadcasting exclusively digital format.

Why digital broadcasting? How will this revolutionize television as we know it?

Because it offers dramatically clearer pictures and better sound.

It is far more efficient and more flexible than traditional analog broadcast technology.

It gives viewers who own HD TV sets, the option of receiving free over the air HD TV, 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 today.

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 news broadcasts.

This is called “multicasting,” and it has the potential to change TV viewing as we know it.

Digital television was first introduced in the 1990’s when everything was becoming digitized. In the 1990’s our music, our cell phones, our movies, they all went digital.

Many TV stations followed suit and began airing their broadcasts in both digital and analog formats.

You may be wondering, why can’t we leave things the way they are?

Why does TV have to go exclusively digital?

Because Congress recognizes the benefits of going exclusively digital, so they passed a law in 2005 requiring stations to switch their broadcasts to digital format by February 17, 2009.

They felt that this was the best date, because it would allow TV viewers plenty of time to get prepared for the switch.

Plus, it’s after the Super Bowl, so no fan will be left with static during the biggest TV event of the year.

And considering how far technology has come, it’s mind-boggling that we’re still broadcasting in analog format.

This is a technology we’ve been using for over 80 years!

80 years ago we had no internet, no computers, no faxes, no color TV. Many households didn’t even have electricity!

Yet millions of households across the country are still receiving analog signals through rooftop antennas or “rabbit ears” on their analog television sets.

In fact, it’s estimated that about 19.6 million households are receiving only analog broadcasts.

An additional 15 million more households have at least one analog TV set.

There are about 64 million analog television sets still being used across the country.

Here in *insert your state*, there are approximately *insert number* households that receive free over-the-air broadcasting through rabbit ears or a roof top antenna. If these households do not take the steps to upgrade they will lose television reception on February 17, 2009.

Because Congress made this transition the law, I want to make sure that no viewer or no television set is left behind come February 17th, 2009.

You remember Y2K. It sounded overwhelming at first. No one knew what was going to happen at midnight when the new millennium rolled around.

People across the globe were buzzing with anxiety, excitement and fear of the unknown.

If you look at consumer awareness patterns, the closer we got to the end of 1999, the more and more people began to think about what they should do to prepare themselves.

There was a mad dash to stock up on supplies towards the end of the year. Stores began to run out of stock of water and other items the week before 2000 hit.

But that was Y2K. This is the Digital Transition.

This time, there are things we can do to prepare ourselves for February 17, 2009.

In fact, many of you might already be prepared for the DTV transition.

So how do you know if you're digital ready?

How can you be 100% prepared for the transition?

If you have purchased a new TV recently, there's a good chance your TV has a digital tuner, capable of receiving digital broadcasts.

You need to ask your retailer, check your user's manual, or visit the manufacturer's website to be certain.

All TVs manufactured after March 1, 2007 are required have digital tuners built in, but analog TVs are still on shelves. That's why it's important you do a little homework to make sure your TV is digital.

If you have a purchased a new HD or LCD screen television lately, you are already receiving digital TV.

If you subscribe to a paid cable, satellite, or telephone television service such as FIOS, you are already receiving digital cable.

If you need more information or have any questions about these services, be sure you contact your service provider.

If you don't meet any of these criteria, then you can follow one of three simple steps that will ensure you won't wake up on February 18 to static instead of your favorite morning show.

One of these steps is to purchase a converter box from your local electronic retailer, similar to the one I have here on display.

The converter box converts the new digital signal back into analog format.

That way you can view digital broadcasts on your analog TV set.

They are extremely user-friendly. They are manufactured by a handful of vendors, including LG, RCA, and Samsung, and will be available beginning early 2008.

The National Telecommunications and Information Administration (NTIA) has created a voucher program to provide financial assistance to consumers who need converter boxes.

Every household will be able to apply for up to two coupons, worth \$40 a piece.

These coupons must be redeemed within three months. They will be available in early 2008, and you must register with the NTIA to receive the coupons.

Each coupon can be used toward one converter box.

For example, if you are married, you and your spouse cannot combine your respective \$40 dollar vouchers, put them toward a \$60 converter box, and then keep the change.

Just one coupon per box will be permitted.

You may be wondering whether or not you need a converter box, so, keep in mind that you may have some televisions sets in your homes that are DTV already, and some that are not.

Do you have TVs in your basement? Bedroom? Kitchen? Do you have a second home? A beach house? A cabin?

Make a mental note of where your televisions are, and think about whether or not they are DTV ready.

Do they use an antenna? Is it an older model TV? If so, chances are you will need a converter box.

If the TV is new and equipped with a digital tuner, or if it carries paid cable, satellite, or phone service broadcasts, then you do not need the converter box.

Which brings me to the second option, go out and purchase a new television with a digital tuner.

And remember, it's important that you specify to your electronics retailer that you want a TV that has a digital tuner capable of receiving digital broadcasts.

By law, digital tuners have been required in sets 35 inches or larger since July of 2005.

Since March of 2006, digital tuners have been required on sets 25 inches in larger.

And as of March 1, 2007, *all* television sets must be manufactured with a digital tuner.

Your third option is to simply subscribe to paid cable, satellite, or telephone television services will ensure you will get your broadcasts on February 18, 2009.

As I said before, if you already subscribe to one of these services, you are prepared.

So while the goal of getting every household in America ready for the digital transition may seem a little ambitious, the switch to digital that the U.S. is making in 2009 is not unique.

The transition to digital television is a global movement.

Many nations have already completed their own switchover, and several European countries have set a date that is earlier than ours.

The need to switch to DTV is a universally accepted necessity, and you have the ability to be completely prepared for it.

Remember, if you want to watch your favorite morning show, soap opera, sitcom, drama, or news show on February 18, you need to take one of 3 steps:

ONE—Purchase a converter box. Purchasing a converter box is simple and there are government funds available to help you buy one.

TWO—Purchase a new television set with a built-in digital tuner

OR THREE—Subscribe to a cable, satellite, or telephone company television service

We want to ensure that every last TV is equipped for the transition, and that every person across the country is prepared.

In order to do this, we need your help. We need you to help spread the message.

We want you to take this mission to your friends and family members so we can meet our goal of reaching every household here in America.

Let them know what I have shared with you today. Each and every one of you can be ambassadors for the NAB by telling at least five people about the switch.

I urge you to start preparing yourself, your family, your neighbors, and your friends today for DTV.

If you have any questions about the DTV transition, I encourage you visit www.DTVanswers.com. There you can find all the information you need on how you can be prepared for the switch.

Television stations have already been doing their part in the transition. Over 92% of television stations now provide digital programming in addition to their analog service.

And now you have ***insert number here*** of days to make sure you and your family are ready.

Thanks again for inviting me to speak to you today.

I have a few minutes to answers some questions you may have about the transition.

Brief Q&A with audience.

For those of you with more questions I have a few reading materials you are welcome to take home with you. If you still have some questions, please refer to the materials or go to www.dtvanswers.com

How to Prepare Your Constituents for the Digital Television Transition

Constituent Resource Guide

A variety of Web sites offer information and resources on the February 17, 2009 digital television (DTV) transition. Please find a list of those sites below:

www.DTVanswers.com: The National Association of Broadcasters has launched an aggressive consumer education campaign on the digital television transition and has developed a consumer friendly Web site that answers basic questions about the transition. Visit www.dtvanswers.com for additional information on the transition.

www.DTVtransition.org: The DTV Transition Coalition, a large coalition of public and private sector organizations, has come together to support the transition and help educate consumers. www.DTVtransition.org includes information about the coalition as well as information for consumers about the transition to digital television.

www.DTV.gov: The Federal Communications Commission launched its DTV Web site last year, at www.dtv.gov. This Web site has a variety of information for policymakers and consumers.

Converter box coupons: For more information on the DTV coupon program or information on how to request a coupon beginning January 1, 2008, please visit the National Telecommunications and Information Agency Web site at www.ntia.doc.gov/dtvcoupon/index.html.



An initiative of the National Association of Broadcasters

Cómo prepararse y sus constituyentes para la transición a televisión digital (TVD)

Guía de Recursos para los Constituyentes

Una variedad de sitios Web ofrecen información y recursos sobre la transición de televisión digital (TVD) que ocurre en Febrero 17, 2009. Por favor encuentra una lista es estos sitios debajo:

www.DTVanswers.com: La National Association of Broadcasters ha lanzado una campaña agresiva de la educación de consumidores sobre la transición de la televisión digital y ha desarrollado un sitio Web que es amistoso a los consumidores y que responde a unas preguntas básicas sobre la transición. Visite www.dtvanswers.com para información adicional sobre la transición.

www.DTVtransition.org: La Coalición de la Transición Digital (TVD), una grande coalición de organizaciones del sector público y privado, ha unido para apoyar la transición y ayudar educar a los consumidores. www.DTVtransition.org incluye información sobre la coalición e información para los consumidores sobre la transición a la televisión digital.

www.DTV.gov: La Federal Communications Commission lanzó su sitio Web de TVD el año pasado, a www.dtv.gov. Este sitio Web tiene una variedad de información para políticos y consumidores.

Cupones para la caja convertidora: Para más información sobre el programa de los cupones TVD u información sobre como pedir un cupón empezando Enero 1, 2008, por favor visite el sitio Web de la National Telecommunications and Information Agency a www.ntia.doc.gov/dtvcoupon/index.html.



An initiative of the National Association of Broadcasters

How to Prepare Your Constituents for the Digital Television Transition

Constituent Key Points on DTV

- On February 17, 2009, American television stations will end all analog broadcasts and begin broadcasting exclusively in a digital format, as mandated by the Deficit Reduction Act of 2005.
- America is switching to digital television (DTV) because it offers improved television pictures and sound, and is more efficient and more flexible than the traditional broadcast technology known as analog.
- The benefits of digital broadcasting are remarkable. DTV provides crystal clear pictures and sound and offers high-definition broadcasting for consumers with HD equipment.
- DTV makes it possible for stations to broadcast multiple programs simultaneously – called multicasting – instead of broadcasting only one channel at a time.
- Despite the advantages of the move to digital, many consumers do not know that the transition to digital will be completed in 2009. This transition will directly impact the 20 million households that rely exclusively on free broadcast television in their homes.
- Those most impacted by the transition will be seniors, the economically disadvantaged, minority populations and those living in rural areas.
- There are three ways people can transition to digital:
 - 1) Switch to a cable, satellite or telephone company television service provider, in which case analog sets will continue to function;
 - 2) Purchase a new TV set with a built-in digital tuner; or
 - 3) Purchase a DTV converter box that will convert the new digital signal into the old format for an existing analog television set.
- Congress has appropriated \$1.5 billion to fund a digital-to-analog converter box coupon program. The program is being administered by the U.S. Department of Commerce through the National Telecommunications Information Agency (NTIA).
- On January 1, 2008, households will be able to request up to two coupons valued at \$40 each to go towards the purchase of a single converter box. Coupons will be mailed via the U.S. Postal Service, and consumers will have approximately three months to redeem them.
- Converter boxes will be available for purchase at consumer electronics retailers in early 2008.
- Who is affected?

- ➔ 19.6 million households that rely exclusively on free broadcast television
 - ➔ 14.6 million households that subscribe to a pay TV service, but have functioning analog broadcast television sets in their homes.
 - ➔ Approximately 70 million television sets nationwide will be affected
- Digital broadcasts are already available: Today, more than 1,600 television stations nationwide, or over 92 percent of full power stations, are already broadcasting using digital transmission.
 - The National Association of Broadcasters, along with a number of trade associations and consumer and civil rights organizations have developed a coalition to help educate consumers about the transition. Members of Congress are working with these groups to ensure that no constituent is left without a broadcast signal on February 17, 2009 due to lack of information about the DTV transition.
 - For more information about the DTV transition, visit www.dtvanswers.com, the official Web site of the National Association of Broadcasters' digital television (DTV) transition campaign.



An initiative of the National Association of Broadcasters



The switch to digital television (DTV) is coming.

Get ready for dramatically better television.

By law, all American television stations must switch their broadcasting from analog to digital by February 17, 2009. Television sets connected to cable or satellite will not be affected, and will continue to receive programming after that date. But those analog television sets not connected to cable or satellite, or without a DTV converter box, will not receive any television signal after the date of the switch.



DTVAnswers.com

What is Digital Television (DTV)?

Digital Television (DTV) is an innovative new type of broadcasting technology that will transform your television viewing experience. DTV enables TV stations to provide dramatically clearer pictures and better sound quality. DTV can also offer multiple programming choices, 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 – free local broadcast 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?

Digital television allows stations to offer a number of new and better services. In addition to providing dramatically better pictures, sound quality and high definition television (HDTV), DTV also enables TV stations to provide several channels of programming at once. This is known as “multicasting.” DTV can also be used to provide data services (such as significantly enhanced closed captioning) that are not possible with analog technology.

Who will be affected?

Consumers who receive free 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 only over-the-air television signals in their homes, and approximately 70 million television sets are at risk of losing their signals after February 17, 2009, if owners of these sets do not make the easy transition to DTV.

How can I switch to DTV?

You can make the switch to DTV by following one of three easy steps by February 17, 2009:

- 1. DTV converter box:** Purchase a DTV converter box that plugs into your existing analog set. A converter box will enable you to receive free television reception, and the boxes will be available for purchase in early 2008. At that time, the federal government will provide \$40 coupons that you may use toward the purchase of these boxes.

(continued on back)

2. New television set: Purchase a new television set with a built-in digital tuner.

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 easy-to-install electronic device that hooks up to your analog television set and over-the-air antenna and converts the digital television signal into analog, making it viewable on your analog TV.

When can I get a coupon for a DTV converter box?

The National Telecommunications and Information Administration (NTIA) will issue coupons for DTV converter boxes in early 2008. Households will be able to apply for up to two coupons, valued at \$40 each, which must be redeemed within three

months of receipt. Go to www.ntia.doc.gov for more information.

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 older televisions.
2. Switch 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. HDTV is the highest quality of DTV, but it is only one of several formats. In addition to HDTV, the most common format is Standard Definition Television (SDTV). Consumers who have high definition TV sets may receive free high definition television programming over the air using an antenna.

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

In general, dependable reception of DTV will require the same type of signal reception equipment that currently works to provide good quality reception of analog TV signals. If you currently need a roof-top antenna to receive television, the same antenna generally will be needed to receive DTV.

DTVAnswers.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.





Viene el cambio a la televisión digital (DTV).

Prepárese para una televisión dramáticamente mejor.

Según la ley, todas las estaciones de televisión en Estados Unidos tienen que cambiar su sistema de difusión del analógico al digital a partir del 17 de febrero de 2009. Los televisores conectados a cable o a satélite no se verán afectados y continuarán recibiendo la programación después de esa fecha. Pero los televisores analógicos que no están conectados a cable o a satélite, o sin una caja convertidora de DTV, no recibirán una señal de televisión después de la fecha del cambio.



DTVAnswers.com

¿Qué es la Televisión Digital (DTV, por sus siglas en inglés)?

La **Televisión Digital (DTV)** es una nueva e innovadora tecnología de difusión que cambiará su experiencia de ver la televisión. DTV hace posible que las estaciones de televisión transmitan imágenes dramáticamente más claras y de mejor calidad de sonido. DTV también puede ofrecer una selección de programación múltiple, capacidades interactivas y servicios de datos tales como una notable mejora en la calidad de subtítulos ocultos.

¿Por qué el cambio?

De acuerdo con una legislación aprobada por el Congreso – La Ley de la Reducción del Déficit de 2005 – las estaciones locales de televisión que transmiten gratis, tienen que desconectar sus canales analógicos el 17 de febrero de 2009, y continuar transmitiendo exclusivamente en el formato digital.

¿Cuáles son las ventajas de DTV?

La **televisión digital permite a las estaciones** ofrecer un número de nuevos y mejores servicios. Además de proveer imágenes dramáticamente superiores, mejor calidad de sonido y televisión de alta definición (HDTV, por sus siglas en inglés), DTV también hace posible que las estaciones de televisión puedan suministrar varios canales de programación simultáneamente. Esto es conocido como “multicasting” (selección o difusión múltiple). DTV también puede ser usada para proveer servicios de datos (tales

como una notable mejora en la calidad de los subtítulos ocultos), lo cual no es posible con la tecnología analógica.

¿Quién se verá afectado?

Los que se verán afectados por estos cambios son los consumidores que reciben señales gratis a través de antenas en televisores equipados con sintonizadores analógicos -- y que no se han suscrito a servicios de cable, satélite, o a un proveedor del servicio de una compañía telefónica.

Por lo menos 19,6 millones de hogares reciben solamente las señales a través del aire en sus casas, y aproximadamente 70 millones de televisores están a riesgo de perder sus señales después del 17 de febrero de 2009, si los dueños de estos televisores no hacen la fácil transición a DTV.

¿Cómo puedo cambiar a DTV?

Usted puede hacer el cambio a DTV decidiéndose por uno de estos tres pasos fáciles antes o para el 17 de febrero de 2009:

1. Caja convertidora de DTV: Compre una caja convertidora de DTV que pueda enchufar en su actual televisor analógico. Una caja convertidora le permitirá recibir la recepción de televisión gratis, y las cajas estarán a la venta a principios de 2008. Para entonces, el gobierno federal le proveerá cupones valorados en \$40 que puede usar hacia la compra de estas cajas.

(continuar en la pagina trasera)

2. Nuevo televisor: Compre un nuevo televisor que tenga incorporado un sintonizador digital.

3. Servicio pagado: Suscríbese a un servicio de cable, satélite o a un proveedor del servicio de una compañía telefónica para continuar usando su televisor analógico, si todas las estaciones locales de televisión que desea están incluidas en ese servicio.

¿Qué es una caja convertidora de DTV?

Una caja convertidora de DTV es un dispositivo electrónico de fácil instalación que se conecta a su televisor analógico y la antena a través del aire, y convierte la señal digital de televisión a análogo, haciéndolo visible en su televisor analógico.

¿Cuándo puedo obtener un cupón para una caja convertidora de DTV?

La National Telecommunications and Information Administration (NTIA) distribuirá cupones para las cajas convertidoras de DTV a principios de 2008. Los hogares

familiares podrán solicitar un máximo de dos cupones, valorados en \$40 por cada uno. Estos tienen que ser cancelados dentro de tres meses de haber sido recibidos. Para más información, visite www.ntia.doc.gov

¿Me puedo quedar con mi televisor analógico?

Sí. Comprar un nuevo televisor digital no es la única opción que tiene para poder hacer la transición a DTV. Si desea de continuar usando su televisor analógico, tiene que considerar una de las siguientes opciones para hacer el cambio a la televisión digital:

1. Compre una caja convertidora de DTV, que convertirá la nueva señal digital al formato analógico de los televisores más antiguos.

2. Cambie a un proveedor del servicio de cable, satélite o a una compañía telefónica para recibir la nueva señal digital.

¿Cómo sé si tengo un televisor analógico o digital?

Para determinar si su televisor puede recibir las señales de difusión digital a través

DTVAnswers.com

Una iniciativa de la National Association of Broadcasters, que representa más de 8.300 estaciones locales y gratis del radio y la televisión y las redes de difusión a través del país.





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



Preparing Consumers for the Digital Television (DTV) Transition.

By law, all American television stations will switch their broadcasting from analog to digital by February 17, 2009. Television sets connected to cable or satellite will not be affected, and will continue to receive programming after that date. But those television sets not connected to cable or satellite, or without a converter box, will not receive a television signal after the date of the switch.

Why Transition to DTV?

Digital results in clearer pictures, more channels and even over-the-air high-definition television (HDTV) for consumers with HD television sets. It is also a more efficient way to broadcast that will free up some of the airwaves for other uses.

How do consumers switch to DTV?

Preparing for the DTV transition can be easy and will require one of three steps by February 17, 2009:

- **DTV converter box:** Purchase a DTV converter box that plugs into an existing analog set and allows continued free television reception, which will be available for purchase in early 2008. At that time, the federal government will provide \$40 coupons that can go toward the purchase of these boxes.
- **New television set:** Purchase a new television set with a built in digital tuner.
- **Paid service:** Subscribe to cable, satellite or a telephone company service provider to continue using analog sets, if all desired local broadcast stations are carried by that service.

With more than 34 million households receiving over-the-air signals in their homes, our goal is to educate the consumer on how easy it is to switch to digital TV.

For more information on the DTV transition, please visit: www.dtvanswers.com

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An initiative of the National Association of Broadcasters

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 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.



Effect of the DTV Transition on Consumers

While the benefits of DTV are remarkable, millions of households risk losing television reception unless they take the steps to receive a digital signal.

Television viewers who receive free, broadcast television signals through antennas on television sets that are equipped with analog tuners— and who do not pay for a subscription television service — will be affected by the transition.

Of the roughly 110 million American households with televisions, approximately 17.8 percent, or 19.6 million, receive broadcast signals exclusively in their homes. Another 14.6 million households have secondary over-the-air television sets in their bedrooms or kitchens that are not connected to a subscription service.

Overall, more than 34 million households, including nearly 70 million television sets, are at risk of losing their television signals after February 17, 2009, if consumers do not make the transition to DTV.

Households:

U.S. TV Households: 110,200,000

% of TV Households:

Broadcast-Only 17.8%

Cable/Satellite, Cable/Satellite + 82.2%

Over-the-air

Broadcast-Only TV Households 19,615,600

Cable/Satellite + Over-the-air 14,670,000

Total Over-the-air Households 34,285,600

Sets:

In Broadcast-Only Households 45,508,192

In Cable + Households

Connected Sets 236,425,284

Broadcast-Only Sets 23,551,944

Total Sets 305,485,420

Total Over-the-air-Only Sets 69,060,136

Source of estimates: NAB Research analysis of Spring 2006 Knowledge Networks/SRI Home Technology Monitor survey; 2005-2006 Nielsen U.S. TV Household estimates.



How to Make the Transition

Consumers will have three options for making the switch to DTV and continuing their television service:

- 1) Purchase a DTV converter box that will convert the digital signal into analog for an existing analog television set. Converter boxes will be available for purchase in early 2008, and are expected to cost between \$50 and \$70. At about the same time, the federal government will offer consumers \$40 coupons to go toward the purchase of these boxes.
- 2) Purchase a new TV set with a built-in digital tuner. All TVs with a digital tuner are able to receive digital signals broadcast by television stations.
- 3) Subscribe to cable, satellite or a telephone company television service provider. All of these services will allow consumers to receive digital television signals on their analog television sets.

Converter Box Coupon Program

The government is funding a program to help consumers with the costs of upgrading to digital. As part of the Digital Television Transition and Public Safety Act of 2005, Congress approved a \$1.5 billion converter box coupon program to be administered by the National Telecommunications and Information Administration (NTIA). Between January 1, 2008, and March 31, 2009, all U.S. households will be eligible to request up to two coupons, worth \$40 each, to be used toward the purchase of up to two converter boxes. Coupons will be mailed to eligible households and will expire after 90 days of issuance. The coupons cannot be combined to purchase a single converter box, nor can they be used toward the purchase of other products.

Antennas and DTV

With a good indoor or outdoor antenna, consumers can maximize their DTV reception. Like HDTV, the picture quality of DTV is better over-the-air, in its purest form. 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. A key resource to help consumers choose an antenna in order to receive free, local broadcast TV channels is available online at www.antennaweb.org.

How TV Stations are Preparing for DTV

Consumers do not have to wait until 2009 to take advantage of all digital has to offer. Television stations have been preparing for the transition from analog to DTV since the late 1990s, when they began building digital facilities and airing digital channels alongside regular analog broadcasts. Today, 1,624 out of 1,762 full-power television stations nationwide offer digital programming.

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 reach more than 200 cities 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.

DTVAnswers.com

An initiative of the National Association of Broadcasters



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 television stations in the U.S. are already broadcasting in digital, but few consumers are aware of it or the February 2009 transition. According to a recent survey by the National Association of Broadcasters, 62 percent of Americans have seen, read or heard nothing about the DTV transition – and among the few who have, none could say when the transition would occur.

In **(MEMBER STATE)** alone, Nielsen Media Research reports that nearly (refer to member cover letter) households rely on broadcast only television reception.

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 will be available for purchase in early 2008 and are expected to cost between \$50 and \$70. To help cover the cost of the converter box, the federal government will offer two converter box coupons, valued at \$40 each, to eligible households beginning early next year. 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, visit www.ntia.doc.gov.

- 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.

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.

Beginning in early 2008, consumers can purchase a DTV converter box that plugs into an existing analog set and allows continued free television reception. At that time, 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.

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

Attachment D



Members of the DTV Transition Coalition
10/29/07 – Total: 171

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 Broadcasters Association
Arizona - New Mexico Cable Communications Association
Arkansas Broadcasters Association
Association of Cable Communicators
Association for Maximum Service Television, Inc. (MSTV)
Association of Public Television Stations (APTS)
Audio Quest
Best Buy
Black Leadership Forum Inc.
Broadcom
Call For Action
Cable Telecommunications Association of New York, Inc.
Cable and Telecommunications Association for Marketing
Cable Television Association of Georgia
California Broadcasters Association
Care2
CENTRIS
Circuit City

Cisco Systems, Inc.
CNET
Colorado Broadcasters Association
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
Corporation for Public Broadcasting
Councilmember Mary Cheh's Office
CTAM: Cable & Telecommunications Association for Marketing
Custom Electronic Design & Installation Association (CEDIA)
DIRECTV
Disney
Effros Communications
Electronic Industries Alliance (EIA)
Entertainment Industries Council, Inc. (EIC)
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
High Tech DTV Coalition
Home Theater Specialists of America (HTSA)
Idaho State Broadcasters Association
Illinois Broadcasters Association
Indiana Broadcasters Association
Information Technology Industry Council (ITIC)
Iowa Broadcasters Association
Iowa Cable & Telecommunications Association, Inc.
Kansas Association of Broadcasters
KA6UTC
KCET
Kentucky Broadcasters Association
Kinsella/Novak Communications, LLC
KTSP
Latinos in Information Sciences and Technology Association
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
Media Freedom Project
MediaTides LLC
Mexican American Opportunity Foundation
Microtune
Michigan Association of Broadcasters
Minnesota Broadcasters Association
Minority Media Telecommunications Council
Mississippi Association of Broadcasters
Missouri Broadcasters Association
Montana Broadcasters Association
National Alliance of State Broadcast Associations (NASBA)
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 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 Council of LaRaza
National Grange
National Fair Housing Alliance
National Grocers Association (NGA)
National Hispanic Media Coalition
National Newspaper Publishers Association News Service
National Organization of Black County Officials
National Religious Broadcasters (NRB)
National Urban League (NUL)
Navigant Consulting, Inc.
Nebraska Broadcasters Association
Nevada Broadcasters Association
New Hampshire Association of Broadcasters
New Jersey Broadcasters Association
New Mexico Broadcasters Association
New York State Broadcasters Association

Nielsen Company
North American Retail Dealers Association (NARDA)
North Carolina Association of Broadcasters
North Dakota Broadcasters Association
Ohio Association of Broadcasters
Ohio Cable Telecommunications Assn (Stoddard)
Oklahoma Association of Broadcasters
Oregon Association of Broadcasters
Panasonic Corporation of North America
Pennsylvania Association of Broadcasters
Philips Consumer Electronics
Plasma Display Coalition
Public Broadcasting Service (PBS)
Qualcomm
RCA/Audio Video
Rainbow PUSH Coalition
RadioShack
Retail Industry Leaders Association
Retirement Living TV
Rhode Island Broadcasters Association
Samsung Electronics
Satellite Broadcasting and Communications Association (SBCA)
South Carolina Broadcasters Association
South Dakota Broadcasters Association
Target
Telecommunications Industry Association (TIA)
Tennessee Association of Broadcasters
Terrestrial Digital
Texas Association of Broadcasters
Texas Cable & Telecommunications Association
Texas Instruments
THAT Corp.
Thomson
TitanTV Media
U.S. Chamber of Commerce
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
Wineguard Company
Wisconsin Cable Communications Association

Wisconsin Broadcasters Association
WLMB TV40
Wyoming Association of Broadcasters