

Appendix I

DIGITAL TV NOW

A publication of the Maine Association of Broadcasters and its member television stations

Got questions about DTV? Call 866-418-7678 toll-free for answers!

To request a \$40 government coupon for a digital-to-analog converter box:

Call 1-888-DTV-2009

Or visit
www.DTV2009.gov

Or apply by mail:
PO Box 2000
Portland, OR 97208

The federal government is offering up to two coupons per household to help pay the cost of certified converter boxes. Each coupon may be applied to the purchase of one converter box. The coupons are good for 90 days. It may take two to four weeks for your coupon request to be processed. Don't delay, order yours today!

Helpful websites

www.DTVforME.com
www.DTV.gov
www.DTVanswers.com
www.antennaweb.org
www.tvfool.com
www.LPTVanswers.com
Don't have internet access?
Your local public library does!

How do you get ready for digital TV?

On February 17, 2009, full-power TV stations in Maine and across the U.S. will turn off their analog transmitters and will transmit digital signals exclusively from that point on.

Most of the TV stations in Maine are already broadcasting digital signals. So you don't need to wait until February to enjoy the benefits of free over-the-air digital TV.

If you have an older analog TV set, and you get your TV signals over-the-air via a rooftop antenna or rabbit ears, you will need to take a few simple steps in order to receive digital TV signals. This publication will help you.

Don't wait until next February. You can start watching digital TV now in most areas of Maine.

If you have an analog TV set that receives TV signals only via rabbit ears or antenna

Before 2/17/09, you need to:
Buy a converter box and reorient your antenna, *or*
Buy a digital TV set, *or*
Connect your analog TV to cable or satellite* service.

If all the TV sets in your household are connected to cable or satellite* TV

You don't need to do anything. But, check with your cable or satellite* provider to see how they will support your analog TV set after February 17, 2009.

If you have a digital TV set that receives TV signals only via rabbit ears or antenna

You are all set to receive digital broadcast signals. Be sure to re-scan your TV on 2/18/09, as some TV signals may move to different channels.

* At present, the two satellite TV companies, DirecTV and DISH Network, do not carry local broadcast TV signals in northern Maine. In this area, you will still need an antenna in order to receive your local TV stations.

How do you tell if you have an analog TV set?

If your TV set is more than a couple of years old, chances are it's an analog TV. Federal rules specify that as of March 1, 2007, all TVs sold in the U.S. must include digital tuners. Retailers may continue to

sell analog-only TVs from existing inventory. (The federal government requires retailers to put "Consumer Alert" stickers on all analog-only TV sets.) Check the owner's manual for your TV set. If it's digital, the manual

should mention "digital tuner" or "digital receiver." Words like "digital monitor" or "digital ready" are no guarantee that your TV set can receive digital signals without a digital-to-analog converter box.

How do you hook up your converter box?

Fast DTV Fact: Digital TV allows TV stations to send more than one program signal at a time. These “multiplex” signals are indicated by a decimal point and an additional number. For instance, if the “main” channel is 42, the multiplex channels will be designated as 42.1, 42.2, etc.

With the converter box, you will find an instruction manual, some cables, and a remote control. Begin by placing the converter box near or on top of your TV set.

- 1) Disconnect the antenna.
- 2) Connect the antenna to the “antenna in” jack on the back of the converter box.
- 3) Use the supplied coaxial cable to connect the “To TV” jack on the converter to the antenna post on the back of the TV.
- 4) Plug in the converter box



power cable. Install batteries in the remote control.

5) Scan for channels: Turn on your TV and tune it to channel 3. Aim the remote at the converter and press the “power” button. The box will either prompt you to scan for local channels, or it will begin scanning automatically. This could take several minutes but will only happen once*. When the scan process is completed, your converter box now becomes your “channel changer.”

Leave your TV set on channel 3, and use the remote control to change channels on the box. If your antenna connects to your TV through a thin, flat wire →  hooked to a pair of screw terminals, you may need an inexpensive antenna adapter, available at a local electronics store. You may want to replace the flat wire with coaxial cable, →  which does a better job of carrying TV signals from your antenna to your converter box.

***IMPORTANT:** You will need to re-scan your digital TV or converter box on February 18, 2009, as some Maine TV stations will be changing channel positions after they turn off their analog transmitters on 2/17/09.

Where do you aim your antenna?

Pointing your antenna in the right direction becomes very important in the digital world. An improperly aimed antenna might give you “ghostly” or snowy analog signals, but may result in no digital signal at all. A digital TV signal generally is either crystal-clear or nonexistent.

There are a couple of websites that can help you select the right antenna for your location and make sure it’s aimed properly. They are www.antennaweb.org and www.tvfool.com. (If you don’t have internet access, the folks at your local public library can help you get this information.)

Small adjustments to your antenna can make a big difference in the number of digital channels you can receive. If you have an indoor antenna, try elevating it and moving it closer to an exterior wall of your home. After adjusting your antenna, perform another channel scan to

see if your reception is improved.

TV stations broadcasting in digital use both the VHF band (channels 2-13) and UHF band (channels 14-51). Many indoor antennas use “rabbit ears” for the VHF band and a “loop” or “bow-tie” for the UHF band. Make sure you are using an antenna that covers both the VHF and UHF bands and that you have connected it properly.

If you have a rooftop antenna, make sure it is mounted outside, if possible. If it is in the attic or under the rafters of your garage, it can be subject to interference from nails, aluminum siding, metal trusses, and the like. The most unobstructed path from the TV transmitter to your antenna will result in the best signal quality. Likewise, the shortest run of wire from the antenna to your TV set

will give the best results.

“Splitters” that connect an antenna to more than one TV may reduce the amount of signal available to each set. Try hooking your antenna directly to one TV set. An “active” splitter may resolve this problem.

Depending on your location, you may find that you need an antenna rotor. This will make it easier to turn your antenna in the correct direction to receive signals from various TV stations’ transmitter locations. It may make sense to manually add the channel numbers of your local TV stations into your converter box, since turning an antenna and then auto-scanning for channels may cause your converter box to “lose” the channels it found when your antenna was pointed in the previous direction.

In the world of digital TV, aiming your antenna correctly becomes very important.

What else do you need to know?

- The strength of a digital signal depends on terrain, distance from the transmitters, and the reception strength of your antenna. TV signals generally travel only about 50 miles or so. If you are on the fringe of the reception area, or on the “wrong side of the hill,” and you’re having trouble receiving digital signals, you may need a stronger antenna or an antenna amplifier.

- Conversely, if you are near a station’s broadcast tower, reception of that station, as well as other stations, can be blocked by signal “overload.” Consider using an “attenuator” or removing amplifiers to improve your reception.

- Simple indoor antennas provide minimal performance that may not be suitable for your location. If you can’t get good reception with your current indoor antenna, you may want to try an indoor antenna that includes features for better reception of UHF signals and/or an amplifier to boost the received signal (often referred to as an active indoor antenna).

- Generally, an outdoor antenna will get better reception than an indoor antenna. However, the performance of outdoor antennas can degrade over time due to exposure

to the weather. If you are having problems, check for loose or corroded wiring or broken antenna elements, and make sure the antenna is pointed in the right direction. You may want to install an antenna rotor to pick up TV signals coming from various directions.

- Until February 17, 2009, some TV stations will be operating their

digital transmitters at reduced power levels. If you are not receiving certain digital TV stations, this does not necessarily mean there is a problem with your antenna, digital-to-analog converter box, or digital TV set. You’ll note from the chart below that several Maine TV stations are planning changes that will improve reception come next February.

Find your favorite Maine TV stations

	<u>Analog channel</u>	<u>Transitional digital channel *</u>
Portland-Biddeford-Lewiston/Auburn		
WCSH (NBC)	6	44
WMTW (ABC)	8	46
WGME (CBS)	13	38
WPFO (Fox)	23	n/a (will not “go digital” until 2/17/09)
WPME (My TV)	n/a	35 (is no longer operating an analog transmitter)
WPXT (The CW)	n/a	43 (is no longer operating an analog transmitter)
MPBN (PBS)	26	45
Augusta		
MPBN (PBS)	10	20
Bangor		
WLBZ (NBC)	2	25
WABI (CBS)	5	19
WVII (ABC)	7	14 (operating at low power until 2/17/09)
MPBN (PBS)	12	9
Calais		
MPBN (PBS)	13	10
Presque Isle		
WAGM (CBS)	8	16 (operating at low power until 2/17/09)
MPBN (PBS)	10	20 (operating at reduced power until 2/17/09)

* Be sure to re-scan your digital TV or your digital-to-analog converter box on February 18, 2009, as some TV stations will be moving their digital signals from their transitional channels back to their “old” analog channel positions on 2/17/09. Visit www.DTVforME.com for complete post-transition channel information.

What about low-power TV stations and translators?

Low-power TV stations, and translators (which repeat a signal from a “main” transmitter), are not required to “go digital” as of Feb. 17, 2009. Thus, they may continue to broadcast analog signals after the 2/17/09 transition date.



Antenna splitter

If you have an analog TV set and watch a low-power station or translator, be sure to buy a digital-to-analog converter box that offers “pass-through” capability. These will pass both the analog and digital signals. If you order a converter-box coupon (see

page 1), it should come with a list of “pass-through” boxes.

Some digital TV sets have two antenna terminals, analog and digital. A “splitter” can connect your antenna to both terminals to deliver both kinds of signals to your TV set.



69 SEWALL ST.
AUGUSTA, ME 04330



Are you ready for DTV?

You don't have to wait until February 17, 2009, to start watching free over-the-air digital TV in Maine. Look inside for helpful tips on how to "go digital" now! **Test your readiness**—The TV stations of Maine will turn off their analog transmitters for one minute at 6:28 p.m. on Nov. 17, Dec. 17 and Jan. 20. It's a good time to make sure your household is DTV-ready.

Recycle your old TV!

Maine has a strict "e-waste" law that prohibits the landfilling of TV sets, computer monitors and the like.

If you buy a new digital TV, you can still use your old analog TV set with videotape and DVD players, video game consoles, or other devices. Or, check with your town office about recycling options.

Appendix II



The switch to digital television (DTV) is coming.

Get ready for dramatically better television.

By law, full-power television stations nationwide must switch to all-digital broadcasting by February 17, 2009.*

If all of your TV sets are connected to cable, satellite or other pay television service, you should not be affected and will continue to receive programming after the transition. But if you use an antenna to watch TV on any sets with built-in analog (NTSC) tuners that are not connected to a pay TV service, those sets will need to be upgraded to continue receiving television signals after the switch.

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



DTVAnswers.com

What is Digital Television (DTV)?

Digital television (DTV) is an innovative type of over-the-air broadcasting technology that enables TV stations to provide dramatically clearer pictures, better sound quality and more programming choices than ever before.

DTV technology allows stations to provide multiple channels of programming, called multicasting, and makes high definition (HD) broadcasting possible for viewers with HD sets. It can also be used to deliver future interactive video and data services such as significantly enhanced closed captioning.

Why the switch?

The Deficit Reduction Act of 2005 passed by Congress requires all full-power television stations to turn off their analog signals on February 17, 2009, and broadcast only in digital.

What are the benefits of DTV?

DTV is more efficient than the traditional way of broadcasting known as analog, and it frees up the airwaves for a variety of new services. By upgrading your sets to DTV now, you can get crystal-clear pictures and sound, more channels and even free, over-the-air high definition television (HDTV) if you have an HD television set.

Who will be affected?

Consumers who watch free television using antennas on television sets that have analog tuners – and who don't subscribe to cable, satellite or other pay TV service – will be affected by the transition.

At least 19.6 million households receive free broadcast television signals exclusively in their homes. About 70 million television sets are at risk of losing their television signals after February 17, 2009, if consumers do not take steps to upgrade those sets.

How do I upgrade to DTV?

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

1. DTV converter box: Purchase a DTV converter box that plugs into your existing analog TV set. A converter box will enable you to continue receiving free television reception. The boxes cost between \$40 and \$70 and can be purchased online, by telephone or at electronics retailers nationwide. The federal government is providing households up to two \$40 coupons toward the purchase of these boxes. *(See reverse for details)*

(continued on back)

2. Digital TV set: Purchase a new TV set that has a built-in digital, or Advanced Television Systems Committee (ATSC), tuner. All TVs with a digital tuner can receive digital signals broadcast by television stations, so you can continue to receive free programming with no monthly fees.

3. Pay TV Service: Subscribe to cable, satellite or other pay TV service provider to continue using your analog TV set, but make sure that provider carries all the local stations you want.

What is a DTV converter box?

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

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

The federal government is providing coupons for DTV converter boxes to help offset the cost of upgrading to digital. Each household may apply for up to two \$40 coupons, which must be redeemed within

90 days. To apply for a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), visit www.DTV2009.gov or mail completed applications to P.O. Box 2000, Portland, OR 97208.

Can I keep my analog TV set?

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

1. Purchase a DTV converter box, which will convert the new digital signal into the analog format for analog TV sets.

2. Subscribe to cable, satellite or other pay TV service 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, review your owner's manual or examine the set to see if it has a built-in digital (ATSC) tuner. You can also visit the manufacturer's Web site and find out the

capabilities of the set using the manufacturer model number.

Is HDTV the same thing as DTV?

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

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

If you currently get good reception using an indoor or rooftop antenna to receive over-the-air analog broadcast television signals, the same antenna may also give you good DTV reception. However, as part of the digital transition, some TV stations will move to a different frequency band, so you should make sure your antenna covers both the UHF and VHF frequency bands.

To determine your antenna needs, visit www.antennaweb.org.

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.



DTV Transition: How to Answer Viewer Calls

The National Association of Broadcasters (NAB) produced this guide to help stations answer viewer calls about the DTV transition on or after February 18, 2009. The questions below made up roughly 95 percent of all viewer calls after the early transition to digital in Wilmington, N.C., in September 2008. Callers with more complex questions, or those seeking help setting up their converter box, should be referred to station engineers or other station staff familiar with technical issues.

Q: I'm not getting television reception anymore. What happened?

Federal law required all full-power television stations to switch to all-digital broadcasting by February 17, 2009. Since our station is full-power, we are now broadcasting only in the digital format. All viewers who watch television using antennas – either rooftop antennas or indoor antennas like “rabbit ears” – had to upgrade. You can restore reception by purchasing either a converter box or new digital TV set, or by subscribing to cable or satellite. Converter boxes are available at local consumer electronics retailers.

Q: I have a converter box, but I'm not getting any television reception or have lost some channels I was receiving before. What happened?

Try re-scanning your converter box. Some television stations switched channels since you first scanned, and you should re-scan your converter box to make sure you're getting all the digital TV signals out there. You may also need to adjust your antenna or even get a new antenna (*see answer below*).

Q: I have a digital TV set, but I'm not getting any television reception or have lost some channels I was receiving before. What happened?

First, check your owner's manual to make sure your TV set really is a digital TV set by seeing if it has an “ATSC” digital tuner in it. If your set does have an ATSC tuner, when you scroll through you should see channels with a number plus a dash or a period. For example, channel 4 would become channel 4.1 or 4-1. If you see periods or dashes, your TV set has an ATSC tuner and is digital, in which case you should try re-scanning for channels. You may also need to adjust your antenna or even get a new antenna (*see answer below*). However, if your TV only has an NTSC tuner, that means your TV set is not a digital TV set and you will need a converter box. Remember, not all flat screen television sets are digital – some of the older flat screen sets only have NTSC tuners.

Q: I have a converter box or digital TV set and have tried rescanning for channels, but I can't receive one or more channels, including yours, or the picture breaks up or is pixilated on some or all stations. What do I do?

[NOTE: If your station's signal contour has changed and your digital signal covers a smaller area than your analog signal, your station may receive lots of these questions. Additionally, if your station switched bands from VHF to UHF or vice versa, you need to make sure your viewers have the right VHF, UHF or combination VHF/UHF antenna for the stations in your area.]

You should first try adjusting the position of your antenna and the direction it is pointing, and re-scan each time you adjust. Also make sure your antenna is a VHF/UHF antenna, as some “rabbit ears” indoor antennas, or older rooftop antennas can only pick up VHF channels (channels 2-13).

If you use an indoor antenna and live far away from our station or in an area where reception is difficult, you may need to purchase an outdoor antenna and mount it as high as possible, preferably on the rooftop. The general rule with antennas is that the higher it is positioned, the greater the chance of receiving good signals. If you have an existing outdoor antenna installed some time ago and it is not receiving the DTV stations satisfactorily, you may

DTV Transition: How to Answer Viewer Calls

need to reposition it or upgrade to a newer model of the right sort for your location. You will need advice from an antenna installer on these items.

Get advice on the right sort of outdoor antenna by visiting www.antennaweb.org or by contacting a local antenna installer [NOTE: Have name or recommended installers available.]

Q: I have a satellite subscription, but I'm not getting local channels any more. What happened?

[NOTE: This answer depends on whether the satellite system offers local programming on satellite in your market and the viewer is subscribed to that service, in which case, nothing should have changed. Viewers who subscribe to satellite services, but use antennas to watch local programming, need to upgrade.]

If you pay for local channels in your satellite subscription and you have a problem with reception then you should contact your satellite provider. But if you do not pay for local channels and watch local TV stations with an antenna, you need to upgrade with a converter box or new TV set.

Q: I'm having trouble installing my converter box. What can I do?

First, check the owner's manual to make sure you're doing everything right. Make sure you have re-scanned for new channels, as many stations have moved around. Then try adjusting your antenna (see answer above). If you still have trouble with your converter box, we have 1-800 numbers for the top manufacturers, as well as Radio Shack, which may be able to help. [NOTE: See below for numbers.]

Q: I'm still waiting for my coupons to arrive. What should I do?

Visit DTV2009.gov or call 1-888-DTV-2009 to check on the status of your coupon. In some cases, coupons can take several weeks to arrive. If you don't want to wait, you can check to see if any friends or family members have extra coupons that you can use. Or you can buy a new TV set or a converter box without the coupon.

Q: How can I get in touch with converter box manufacturers?

Most manufacturers have toll-free support lines, which can be found in the owner's manual that came with your converter box or TV set. Below is a list of toll-free technical support phone numbers for converter boxes that are selling at top retailers.

Best Buy

Model – Insignia NS-DXA1-APJ \$59.99

Technical Support: 1-877-467-4289

Model – APEX DT-250 \$59.99

Technical Support: 1-866-427-3946

Circuit City

Model – Zenith DTT901

Technical Support: 1-877-9-ZENITH (936484)

Kmart

Model – Zenith DTT901

Technical Support: 1-877-9-ZENITH (936484)

RadioShack

Model – Digital Stream DTX9950 \$59.99

Technical Support: 1-866-706-4367

Model – Zenith DTT901 (price not displayed)

Technical Support: 1-877-9-ZENITH (936484)

Sears

Model – DTV Pal

Technical Support: 1-888-667-0633

Model – Magnavox E175216

Technical Support: 1-800-605-8610

Target

Model – GE Smart Digital Converter Box \$60

Technical Support: 1-800-654-8483

Model – Sansonic FT-300A

Technical Support: 1-626-433-1333

Wal-Mart

Model – Magnavox TB100MW9 \$49.87

Technical Support: 1-800-605-8610



An initiative of the National Association of Broadcasters.

National Association of Broadcasters (NAB)

DTV Transition Messaging Toolkit

August 31, 2008



In early 2007, the National Association of Broadcasters (NAB) began researching messages that resonate with consumers about the digital television (DTV) transition. Using telephone surveys, focus groups and in-person interviews, NAB tested a variety of different terms, slogans and phrases to develop the most effective messages that explain the DTV transition to TV viewers and encourage them to act.

The messaging we developed empirically through our research is incorporated into all of NAB's DTV transition marketing materials – from our printed marketing collateral, to our Web site, DTVAnswers.com, to all of the DTV Action Spots we have produced and distributed to TV stations nationwide.

We encourage your station to use the messaging in this document, and to borrow language from DTVAnswers.com, our scripts, and marketing collateral materials. All messaging tools we have created for stations, including fliers in over 60 different languages, are available at www.dtvanswers.com/membertools, which is updated whenever we create new materials.

Below are some key messages and terms NAB recommends stations use if they choose to produce and air their own local DTV Action Spots, create their own Web sites, or produce their own fliers or marketing collateral materials. If you or someone from your station has questions about DTV transition marketing and messaging, please contact Mike DiSerio, NAB's director of public affairs and marketing for the DTV transition, at (202) 429-5493 or mdiserio@nab.org.

DTV Terminology “Do’s” and “Don’ts”

Below are the most effective terms, based on our research, that resonate with viewers:

Do Say	Do Not Say
“Converter Box”	“set-top box” or “converter”
“Antenna TV”	“analog TV;” “broadcast TV;” “over-the-air TV;” or “wireless TV”
“Upgrade to digital”	“transition” or “conversion” to digital
“Crystal-clear pictures and sound”	“movie-quality” or “DVD-quality”
“Lose reception”	“go dark”
“Free Digital TV” or “Free DTV”	“over-the-air digital” or just “DTV”
“High Definition”	Be sure to avoid just saying “HDTV” in a spot about “DTV,” and when mentioning the HDTV benefit, be sure to qualify with a footnote that HD sets are needed to view HD programming.
“\$40 coupon”	“voucher” or “subsidy”

- **Mention correct phone numbers** – If your spot or material is directing viewers to the coupon program, use 1-888-DTV-2009. If your spot or materials is directing viewers to general information about the DTV transition, use 1-888-CALL-FCC.

General DTV Transition Message

What is DTV and why is it a benefit?

After testing more than a dozen messages that explain the DTV transition to viewers, research finds that an upbeat, positive message that focuses on who's affected and the benefits of digital drive the most awareness of the DTV transition. **Seventy-three percent** of over-the-air viewers either have a positive or neutral view of the transition, and it is best to capitalize on that disposition. The general message below is particularly well-received among over-the-air viewers based on our research:

"On February 17, 2009, antenna television goes all digital. If you use an antenna to get TV – either rabbit ears or on the rooftop – you might need a converter box. The good news is that the government is offering \$40 coupons to help pay for it. That's right - the government will pay you to have crystal-clear picture and sound quality and more channels in your home. Upgrade to free digital TV today."

→ **Mention date, identify affected viewers, declare benefits**

Messaging does not have to follow the message above word-for-word, but should mention the date (February 17, 2009) on screen and/or in voice, identify affected viewers ("antenna TV" viewers, people with rabbit ears or rooftop antennas), and talk about the benefits of DTV (crystal-clear pictures, sound, more channels, even free high definition for those with HD sets). Messages designed along these lines tend to best educate viewers and sell the concept of free digital TV.

Additionally, messaging does not have to explain everything – for example, why the DTV transition is happening (spectrum auction, public safety, etc.) Our research finds that it is enough to simply say that "By law, television is changing." Most viewers want to know what the transition means to them, *not why* it's happening.

What viewers want to know

We asked over-the-air households what information was most important to them as they prepared for the transition. The results are below, in order of importance:

- Date of the transition
- Potential improvement in the quality of their television signal
- How to get coupons
- Cost of DTV sets
- Stations available with DTV
- Places to get converter boxes
- Telephone numbers and Web sites to find more information

Qualifications and footnotes for spots

It is more or less impossible to get the whole DTV message – that TV is changing to digital, that the benefits are astounding, that there are three ways to upgrade, and that the government is giving coupons, and that one should act soon – in one 30-second spot. But there are also a number of qualifications to these messages:

- **Low-Power Television (LPTV) stations may remain in analog** – because low-power stations may legally remain in analog, it is not 100% accurate in many markets to say “all TV is going digital.” Stations can qualify that statement by saying “full-power television stations are going all digital” or footnoting the qualification with a lower-thirds legal disclaimer.
- **Some newer antenna TVs don’t need converter boxes, nor do cable, satellite or telco-connected sets** – Antenna TV sets bought within the last 7 years may be already be digital and not need a converter box, depending on the year bought and the model number. Additionally it is always important to note that older sets connected to cable, satellite or telephone company television services will not be impacted. Stations can qualify such statement with the disclaimer below.
- **High definition is available with an antenna, but you also need an HD set** – A great benefit of digital broadcasting is that the highest quality high definition programming is available for free with antenna. But it is important to be clear that HD sets are required to view programming in high definition.

NAB recommends using the following legal disclaimers in lower thirds when producing spots or creating simple marketing pieces on the DTV transition.

- “The DTV Transition does not affect low-power television (LPTV) stations.”
- “TV sets with ATSC digital tuners, satellite, cable or telco connections make this converter box unnecessary.”
- “HD sets necessary to view programming in high definition.”

Reaching the right viewers

Approximately 20 million households across the country rely exclusively on antennas to receive TV signals. Another 15 million homes are connected to a pay service like cable or satellite, but use secondary antenna sets in the kitchen, bedroom, garage or vacation home, etc.

While these figures vary from region to region, NAB research finds that a number of groups are disproportionately represented among the over-the-air audience:

- African-Americans
- Hispanics – especially primary Spanish speakers
- Older Americans – 65 and older
- People with disabilities
- Those living in rural areas with no access to subscriber television services

NAB recommends that stations pay special attention to these groups in their marketing efforts, as they comprise a disproportionate number of antenna-using households.

Spanish DTV terminology

Since there are multiple Spanish translations for many of the technical terms associated with the DTV transition, NAB has worked with the National Hispanic Media Coalition, Univision, Telemundo and other partners to standardize Spanish terms on the DTV transition. For stations creating Spanish content for Web sites, printed marketing materials, or spots, NAB recommends the following terms be used:

"Television Digital" and "DTV"	instead of "TVD"
"Caja convertidora"	the standard translation of "converter box"
"Sintonizador digital"	digital tuner
"Alta definicion"	high definition
"Multitransmision"	multicasting
"Baja" and "alta potencia"	for low power and full power

Frequently asked questions

Through NAB's research, the DTV Speakers Bureau, and the DTV Transition Coalition, we have identified a number of questions that consumers ask time and time again. Below is a partial list of some of those questions, along with answers we have developed.

What is digital television (DTV)?

DTV is an innovative broadcasting technology that transmits pictures and sound over the airwaves in data bits – like a computer. DTV offers crystal-clear pictures and sound, more channels, and even free high definition (HD) programming for people with HDTV sets.

When is the switch to DTV?

By law, all full-power TV stations must begin broadcasting exclusively in a digital format by 11:59 p.m. local time on February 17, 2009. But in most markets, DTV is available now.

Who is affected?

Viewers who use antennas to receive free TV signals – either rooftop antennas or rabbit ears – need to upgrade to digital or they will lose reception. Viewers who subscribe to a pay service like cable or satellite should not be affected.

How do you upgrade to digital?

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

1. Purchase a new TV set. New TV sets have digital "ATSC" tuners, and can receive all television programming.
2. Purchase a converter box: A converter box converts the new digital signals from an antenna into a format for older television sets. The federal government is providing \$40 coupons toward the purchase of boxes, which are available by calling 1-888-DTV-2009 or visiting www.dtv2009.gov.
3. Pay service: Subscribe to a pay service like cable or satellite to continue using an older set.

How do I know if my TV needs a converter box?

Most sets purchased since 2007 have digital "ATSC" tuners and are already upgraded to digital. The older the set, the less likely it is digital. Check your owner's manual to see if your TV set has a digital ATSC tuner.

How many coupons can I get?

Each household can get up to two coupons – each of which can be used toward one converter box.

Where can I get a converter box?

Most consumer electronics retailers and department stores sell converter boxes. Visit <https://www.dtv2009.gov/VendorSearch.aspx> for a list of certified retailers.

How much do converter boxes cost?

Most converter boxes cost between \$40-70. The \$40 coupon goes toward the price of the box, and viewers still have to pay the difference and a sales tax, if applicable.

Why is TV going digital?

Congress passed a law requiring that all full-power TV stations must broadcast exclusively in digital by February 17, 2009. DTV is a more efficient way to broadcast that will free up the airwaves for a variety of new wireless services.

Will I need a special antenna to receive DTV?

A good indoor or outdoor antenna will maximize your DTV reception. In general, DTV will require the same type of antenna that currently works to receive good quality reception at your home. However, after February 17, 2009 many stations will be moving to a different channel in a different frequency. To view stations that move from the "VHF band" (Channels 2-13) to the "UHF band" (Channels 14-51) and vice versa, you may need a new antenna. Make sure your antenna is designed to receive both VHF and UHF signals. To learn more about antennas and what DTV channels are available in your area, visit www.antennaweb.org.

Can I keep my old TV set?

You can view all the new digital programming on an older set – but you need a converter box, or to subscribe to a pay service like cable or satellite.

Can I recycle my TV set?

Yes. Some stores like Goodwill accept older televisions, and recycling facilities are available in some areas. Visit www.mygreenelectronics.com to learn more.

What about portable TV sets?

Many portable sets can be upgraded with a converter box, although it may not be possible to find a battery-operated converter box to go with them. Additionally, portable sets must have inputs for an antenna. If your portable set does not have a digital "ATSC" tuner, and has a built-in antenna, you may need to purchase a new one.

Is HDTV the same thing as DTV?

No. DTV is digital television. HDTV is high definition television – the highest quality format of DTV. While HDTV is available for free with an antenna, you need a HDTV set to view HDTV programming.



Apply for a TV Converter Box coupon >> [Click Here](#)

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How do I switch?

Antenna on Digital TV

If your TV set has a built-in digital tuner, then you will continue to receive free programming after the transition.

To determine if your TV set has a built-in digital tuner, look on the set for an indication of an Advanced Television Systems Committee (ATSC) tuner or ask the TV manufacturer.

After installing your digital TV set, you will need to rescan (also known as "auto-tune") for new channels to make sure you receive all of the digital stations broadcasting in your area.



Antenna on Analog TV



Antenna on Digital TV



Cable Television



Satellite Service

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How do I switch?

Antenna on Analog TV

If you watch free broadcast television using an antenna on a TV set that has an analog tuner – and don't subscribe to cable, satellite or other pay TV service – you will be affected by the transition.* You can upgrade to DTV by taking one of three steps:

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

After installing your converter box, you will need to rescan (also known as "auto-tune") for new channels to make sure you receive all of the digital stations broadcasting in your area.

* Low-power TV stations may remain in analog after Feb. 17, 2009. Watching analog programming may require specific equipment. Learn more at dtvanswers.com/lowpower or call 1-888-CALL-FCC.



Antenna on Analog TV



Antenna on Digital TV



Cable Television



Satellite Service

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Choosing An Antenna

You will still need an antenna to continue watching free, over-the-air television after the transition to DTV.

Generally, the same antenna that currently provides good quality reception on an analog TV set will also provide good DTV reception, but this is not always the case. The type of antenna you need for digital reception depends on several factors, including how far you are from the transmitting station, where your antenna is located and in which frequency band (VHF or UHF) the stations are that you want to watch.

After February 17, 2009, some stations will be moving to a different frequency band, so you should check whether that is the case in your area before deciding which type of antenna you need.

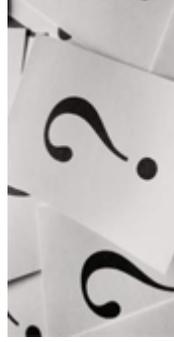
To learn which frequency band the stations you watch are in, type in your address and zip code at www.antennaweb.org. This is also a helpful resource for finding an outdoor antenna that will continue giving you free local broadcast programming.

- ▶ [Will I still need an antenna to receive DTV over-the-air?](#)
- ▶ [What do VHF and UHF stand for?](#)
- ▶ [In which frequency band are digital TV stations?](#)
- ▶ [How do I know which antenna to buy?](#)
- ▶ [How does a station moving to a new frequency band affect me?](#)

▶ Get Your Converter Box



▶ Frequently Asked Questions



▶ News & Multimedia



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Converter Box Details



A DTV converter box is an easy-to-install electronic device that hooks up to your analog television set and over-the-air antenna. The box converts the digital television signal into an analog format, making it viewable on your analog TV set. The U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) is issuing each household up to two \$40 coupons to help defray the cost of converter boxes.

- [▶ When can I obtain a DTV converter box?](#)
- [▶ Where can I purchase a DTV converter box?](#)
- [▶ When can I get a coupon for a DTV converter box?](#)
- [▶ How do I sign up for the DTV converter box coupon program?](#)
- [▶ How do I hook up a converter box to my TV?](#)
- [▶ How do I know if I have an analog or digital television set?](#)
- [▶ Will I need a special antenna to receive DTV over the air?](#)
- [▶ Can I continue using my existing VCR with a DTV converter box for timed recordings?](#)
- [▶ Can I continue viewing closed captioning after my converter box is installed?](#)
- [▶ Can I watch TV and record programs on my VCR at the same time?](#)
- [▶ After installing my converter box, I lost some of the channels I used to get.](#)

What should I do?

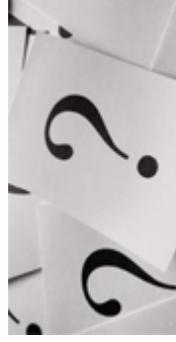
▶ For what types of situations do I need to rescan?

You should rescan your converter box or TV set for channels when installing equipment for the first time, after repositioning or moving an antenna around and once again after February 17, 2009. Since some digital stations are still coming on air, you may want to consider rescanning on a periodic basis to get all of the digital programming available.

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▶ Frequently Asked Questions



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- ▶ [Where can I purchase a DTV converter box?](#)
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- ▶ [How do I sign up for the DTV converter box coupon program?](#)
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What should I do?

After hooking up a converter box to your TV set, or installing a new digital TV set, you will need to scan (also known as “auto-tune”) for new channels to make sure you receive all of the digital stations broadcasting in your area. While some boxes do this automatically, you may need to select scan manually.

Because some digital stations that are already on air are moving to different channel numbers after the DTV transition, you may need to rescan again after February 17, 2009, to ensure that you receive all of the digital stations broadcasting in your area.

▶ For what types of situations do I need to rescan?

▶ Get Your Coupons



▶ Frequently Asked Questions



▶ News & Multimedia



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Frequently Asked Questions

By law, full-power television stations nationwide must end their analog broadcasts and begin broadcasting exclusively in a digital format after **February 17, 2009**. While the benefits of DTV are remarkable, millions of households that receive broadcast TV through antennas risk losing reception unless they upgrade and take the steps to receive a digital signal. Read our Frequently Asked Questions below for more information about how you can prepare for the switch to DTV.

About the DTV Transition

Click above for questions related to the DTV Transition

Converter Boxes

What is a TV converter box?

How do I install a TV converter box?

How much do I have to pay for a TV converter box?

Where can I purchase a converter box?

What is meant by an "eligible" TV converter box?

Does someone have to come to my home to install the converter box?

How big is the converter box?

Do I need to purchase a TV converter box that is the same brand as my TV?

Can I hook up more than one TV set and video recorder to a single digital-to-analog converter box?

How come pass-through boxes aren't labeled as such?

Will I receive closed captioning through a converter box?

After plugging in my converter box, I see black or gray bars on the sides or all the way around my picture. Why doesn't the picture fill up the TV screen?

After installing my converter box, I lost some of the channels I used to get. What should I do?

After hooking up a converter box to your TV set, or installing a new digital TV set, you will need to scan (also known as "auto-tune") for new channels to make sure you receive all of the digital stations broadcasting in your area. While some boxes do this automatically, you may need to select scan manually.

Because some digital stations that are already on air are moving to different channel numbers after the DTV transition, you may need to rescan again after February 17, 2009, to ensure that you receive all of the digital stations broadcasting in your area.

For what types of situations do I need to rescan?

You should rescan your converter box or TV set for channels when installing equipment for the first time, after repositioning or moving an antenna around and once again after February 17, 2009. Since some digital stations are still coming on air, you may want to consider rescanning on a periodic basis to get all of the digital programming available.

Coupon Program

Click above for questions related to the converter box coupon program

Antennas

Click above for questions related to antennas

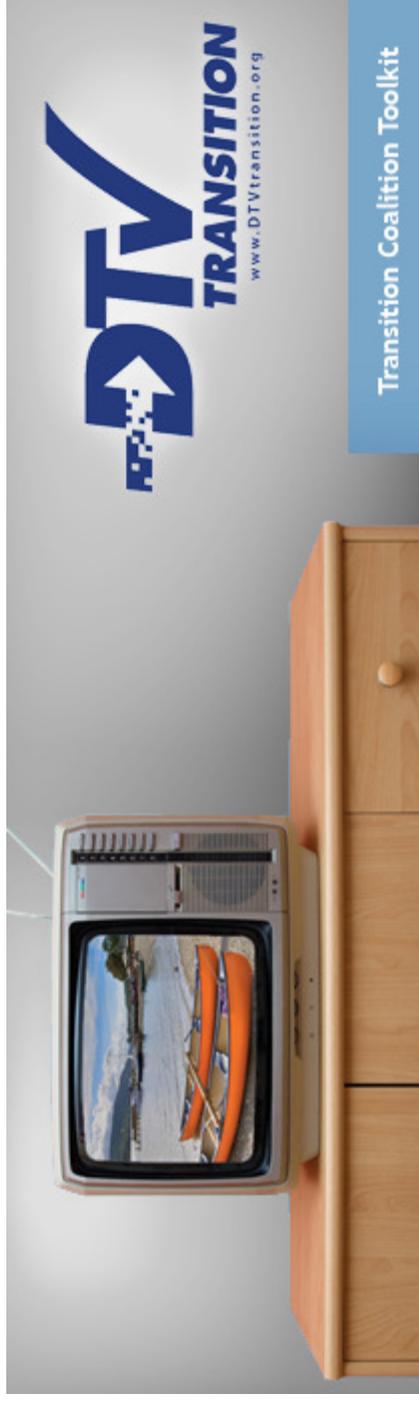
Your TV

Click above for questions related to your television set

Emergency Situations

Click above for questions related to emergency situations

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Why is rescanning so important?

After hooking up a converter box to your TV set, or installing a new digital television, you will need to scan (also known as "auto-tune") for new channels to ensure you receive all of the digital stations broadcasting in your area. While some boxes do this automatically, you may need to select scan manually.

Since some digital stations are still coming on air, you may want to consider rescanning on a periodic basis to get all of the digital programming available.

Because some digital stations that are already on air are moving to different channel numbers at the end of DTV transition, you may need to rescan again after February 17, 2009 to ensure that you receive all of the digital stations broadcasting in your area.

RESOURCE MENU

Home

Do I need a new antenna?

Helpful tips about antennas and DTV

How do I get a converter box coupon?

Learn how to apply

How do I hook up a converter box?

Get tips on installing your box

Why is rescanning so important?

Learn why you must rescan regularly

How can people with disabilities prepare?

Helpful resources for these viewers

What is low-power television?

Find LPTV stations in your area

How does DTV affect emergency broadcasting?

Stay connected during emergencies

How can I recycle my old TV?

Find recycling resources near you

How can I help others get ready for DTV?

Tips on how you can help a neighbor

Resources for Presentations

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**MAKING THE SWITCH TO
DIGITAL TELEVISION**

DTV TRANSITION NEWS

**THE SWITCH HAPPENS
FEBRUARY 17, 2009**

DTVAnswers.com
An initiative of the National Association of Broadcasters

DTV ACTION ITEMS: NEW DTV Action Spots - November 19 Satellite Feed, NEW Downloadable Formats of Countdown Graphics, DTV Signal Contours, Phone Bank Cooperation

November 19 Satellite Feed

On Wednesday, November 19, at 1 p.m. (EST), the National Association of Broadcasters (NAB) will distribute new DTV Action Spots that encourage viewers to help family and friends who may have special needs make the transition to digital and enjoy the benefits of digital television right now. In addition, we have included taggable celebrity spots featuring the hosts of popular syndicated shows for stations carrying those programs. The feed, with a total of 15 spots in English and eight spots in Spanish, will run approximately 15 minutes. A replay of all the spots will begin immediately after completion of the first run.

The half-hour, standard-definition feed will include:

- Fully produced 30-, 25/5-, 15- and 10/5-second **"Enjoy it Now"** spots
- Fully produced 30-, 25/5-, 15- and 10/5-second **"Help Now"** spots
- Spanish-language versions will follow full run of English versions
- Fully produced 25/5-second spots from the following syndicated programs:
 1. **"Trivial Pursuit"**
 2. **"Deal or No Deal"**
 3. **"Maury"**
 4. **"Jerry Springer"**
 5. **"Steve Wilkos"**
 6. **"Access Hollywood"**
 7. **"Chris Matthews"**
- Split-track audio

All spots are closed captioned.

A format and timing sheet for these spots, under the heading "November Action Spots," are available at www.dtvanswers.com/formats.

Analog Feed: Date: November 19, 2008
Time: 13:00-13:30 EST
Satellite: Galaxy 28 (C-Band)
Transponder: C19
Location: 89 degrees West
Uplink Frequency: 6305 H
Downlink Frequency: 4080 V
Polarity: Vertical
Audio: 6.2 / 6.8 - Stereo Full-Mix

For any technical problems during the feed, contact the master control room at (202) 408-3424.

Note: Stations should remove from their rotations all DTV action spots NAB distributed prior to September - with exception of "Antenna Highway" and "Not Tech Minded" if antennas and reception is an issue in your DMA. From here out, please emphasize a heavy rotation of the new spots being distributed in this feed.

NEW Formats of Countdown Graphics Available

NAB recently added Quicktime movie formats of the animated countdown graphics that are available to mark every day of the countdown to February 17. Additionally, a link to files for stations using the AfterEffects application, with English and Spanish files laid out in one folder, has also been added. There are two different versions that can be used for display during programming, either a lower-third banner or a smaller corner graphic, each of which last approximately 15 seconds. These graphics meet the Federal Communications Commission requirements for the final 100 days of the transition. To view and download, go to www.dtvanswers.com/countdown.

Note: NAB designed countdown graphics to begin with 100 days on November 10, 2008, but some stations started their 100 day countdowns on November 9. Please make sure the number you are using is the same as the other stations in your market.

DTV Signal Contour Issue

After February 17, some digital broadcast areas will not reach the same area as a station's analog contour. As we learned through the FCC experiment in Wilmington, some viewers who were receiving a poor analog signal may no longer pick up that station's digital signal when they make the transition. If your station's coverage area is changing, it is crucial that this issue is being communicated with viewers. The NAB urges stations to include graphic maps on their websites that illustrate the distinction between the analog and digital coverage areas. We also encourage stations to highlight this issue during newscasts and/or longer form programming.

Archived November 6 Webcast

NAB presented its fifth DTV webcast on November 6 to report on the progress of the DTV transition and what stations need to be doing during the final 100 days to educate viewers. The webcast also reported on lessons learned from the Wilmington experiment, an update on the converter box coupon program, and a review of the

challenges associated with the transition. Along with answering questions that were submitted during the hour-long live program, NAB Associate General Counsels Erin Dozier and Ann Bobeck called in to discuss the FCC's 100-day countdown requirements. This program, along with all previous webcasts, is archived for viewing at www.dtvanswers.com/webcasts. Our next live webcast will take place in January 2009.

Analog Shutoff Test Update

NAB has compiled an extensive database on past and future analog shutoff tests in order to provide information to government and industry representatives. Without notification from stations, information gathering relies primarily on news reports and/or web searches. Please forward to NAB the details on any planned, ongoing, or conducted analog shutoff tests to Mike DiSerio (email address and phone number listed below).

Phone Bank Cooperation

As the transition date approaches, NAB encourages stations to cooperate with others in their respective markets on plans to answer phone calls from viewers after February 17. Additionally, local government hotlines, such as 211, have been used successfully in markets to handle calls following analog shutoff tests. Please contact your state broadcaster association to coordinate details and organize partnerships to deal with staffing and expense issues.

Please forward this email to all other interested parties at your station. If you have any questions, please email [Mike DiSerio](mailto:Mike@diserio.com) or call (202) 429-5493.

Sincerely,

Jonathan Collegio
Vice President
Digital Television Transition

Our records indicate that you have provided us with your email address. We value our reputation and want to ensure that you receive only the information of interest to you. We invite you to customize the information that you receive from NAB.

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Appendix III

DTV Simplified
Script 8
TRT 26:50

Production Note: *This show will be shot in 16:9, protected for 4:3 (for a center cut delivery). The program will be captioned in Spanish and English.*

“Customized Donut” Note: *For those markets that would like to feature their own talent in the program (e.g. anchorpersons), we will provide script, b-roll/GFX package and a slightly shorter version of the entire program for them to do “local” open and closing segments (ala Dateline, etc.) Should a station choose to use the Customized Donut, they would do their Open right here... For those markets who decide to air our program “as is,” their program begins with the next line.*

1. **Cold open:** Music up. Cut to montage of various people on the street addressing camera directly (including some lines done in Spanish, perhaps).

(Multiple individuals; words may be a little different)

What is the Digital TV Transition?...
I've heard about it, but does it really affect me?...
Do I have to *do* anything?...
“Digital *what?*”...
Hey, all I want to do is watch the ballgame...
I *don't* want to buy another television...
I'm gonna buy a new TV!...
Please tell me this *isn't* complicated or confusing...

2. Faces of the people we've just seen build together and transition to main title: “DTV Simplified”.

ANNC

The answers are here, America. For the next thirty minutes, *this* is “DTV Simplified.”

3. Music builds to a finish, title holds...

4. Full-frame transition from title GFX to studio. The set is very minimal, yet warm. Not a nebulous space and not quite a living room; somewhere in between. The stage also has a “conversation area” with matching chairs. Our hosts (Christiana and Adam) arrive at center stage having taken a few steps. Adam and CC are identified with lower-thirds as they begin speaking.

Segment One - Overview of the DTV Transition:

100. Wide shot, sweeping camera move in, Adam and CC enter from opposite sides of frame and arrive at their marks. They are dressed casually.

CC

Hello there.

Adam

Welcome to “DTV Simplified,” which is, just what it sounds like...

CC

A show dedicated to clearing up the whole “Digital Television Transition” you’ve probably been hearing about. Really, it’s *not* that complicated -- and we’re gonna get LOTS of help from experts as well as regular folks, like me and this guy, who just enjoy watching TV without a lotta fuss.

101. By now, Adam and Christiana have settled on their marks. As we cut to each, OTS GFX appear over their shoulders as needed.

Adam

The Transition isn’t as hard to understand as you might think, but it is a *huge deal*. For some people, *not* doing *anything* could mean no more of their favorite programs....

CC

And for others, there’s nothing to worry about at all. If you *already have* cable or satellite, or a digital TV, you don’t have to do a thing.

Adam

Except to keep watching us. By the way, how do I know if I have a digital TV?

CC

We’ll get to that in a few minutes. But first, here’s how you know if you *don’t* have one. If you get your programs via rabbit ears or a rooftop antenna, on an older TV, you most likely have an *analog* television, and you’re definitely gonna want to stay with us.

Adam

Right. So, what *is* the DTV Transition anyway? Well, at midnight on February 17th, 2009, all *full-power* television stations in the United States will stop broadcasting in analog and switch to 100% digital broadcasting. As for some low-power and noncommercial analog TV stations, more details on them as we go along...

CC

And “digital broadcasting” means you’re more likely to see a clearer picture, hear better sound and get more programming options.

DTV Simplified

Script 8

Adam

Not only that, but the DTV Transition is going to free up airwaves for new purposes, including use by emergency responders in your community. And that's a good thing.

102. Cut to CC.

CC

So, why did the federal government call for a switch from analog signals to digital?

Adam

(confident)

Because they just felt like it.

CC

No.

Adam

Oh.

CC

The idea for the switch came about because, among other things, Congress saw a need to free up frequencies that result in better commercial wireless technologies *and* greater public safety services...

Adam

Police, fire, emergency rescue personnel... All of these professionals will be assured uninterrupted contact with each other after the Transition.

CC

We'll hear more on this those in uniform later on... Another beneficial aspect to the transition of analog to digital TV is that digital broadcast is a more efficient transmission technology.

Adam

So what does that mean? *(CC thinks he's speaking rhetorically)* Seriously, what does that mean?

CC

Oh, it means broadcasters will be able to fit more program information, better picture and sound quality, and even more channels into digital channel broadcast streams! It also allows for free, over the air High Definition programming for homes with an HD-TV.

Adam

(Now it's obvious he got it all along)

So, if the idea of more channels, sharper TV images, cleaner sound, and freed-up frequencies to help emergency personnel do their jobs better sounds pretty good to you, then you're starting to get WHY the switch from analog to digital TV or "DTV" is pretty exciting.

103. Cut to CC in a CU.

CC

In fact, the Transition is actually just another step in the continuing evolution of TV. And it won't be the last! Like other pieces of technology in our lives— Cars, phones, coffeemakers, computers, you-name-it— *change* is just par for the course. And TV's no different.

104. Cut wide.

Adam

So, for a little perspective on *how* TV has always been about change, we present, "The History of Television"--

CC

"In About Two-Minutes." Enjoy!

Segment Two – History of Television:

200. Music change. Cut to full-frame "DTV Simplified" transition GFX to an image of the infinite stars in space, "camera" pans to reveal the earth. It rotates to reveal nerfy, 3-Dish title text reads, "The (Quick) History of TV".

Adam (VO)

"The *Quick* History of TV"...

201. Deleted.

202. Hold on the "History" title for a beat, music stings out. Push into the center of the image to reveal a nebulous GFX background. This is the environment in which the remainder of the segment plays out.

203. Unless otherwise noted, images/stock footage/etc. follow copy along with some sort of running timeline.

Adam (VO)

First, you have to go back to 1884, with the design of something called the scanning disk, which led to *mechanical* televisions... Then, fast-forward to June 13th, 1925 for the first broadcast in the U.S... Charles Francis Jenkins sent out a 10-minute film of a miniature windmill in motion... He called it, "radiovision." Windmills: Now THAT was hot.

Christiana (VO)

And broadcast TV was off and running. First over wires, then through the air to rabbit ears and antennas of all sorts...

204. Move on to images of engineers, test patterns, cameras, TVs, etc. from the '40s.

Adam (VO)

By 1941, the government decided on a "broadcast standard" and established all the technical mumbo-jumbo that defines the analog TV transmission we have still have today.

205. Timeline zips forward to Feb. 17, 2009!

Christiana (VO)

Which all changes as of February 17th, 2009.

206. Cut to Adam and Christiana on set.

Adam

Right. But we skipped some history, didn't we?

Christiana

We did. But hurry it up.

207. Cut back to GFX. Timeline zips back to 1940s with SFX for a beat.

Adam (VO)

After World War II, TV purchases went through the roof... By the mid-'50s, half the U.S. population had a TV. And by 1962, that number was 90-percent!

207A. Cut back to Adam and CC in black and white, color bleeds back in over the course of the line (if the stock footage feels lacking).

Christiana

And broadcasts were still mostly in black and white.

Adam

Even though color TV was being tested in the '40s and '50s, color *broadcasts* were pretty rare. But by 1967, all the networks were broadcasting at least some of their shows in color.

207B. Cut back to timeline GFX.

Christiana (VO)

By 1972, for the first time, Americans bought more color sets than black and white TVs.

Adam (VO)

And the '70s also ushered in cable broadcasters... So more channels—

208. Cut back to set.

Christiana
(*cutting in*)

And more guys hogging the remote.

Adam

A stereotype, but guilty as charged.

209. Cut back to GFX. Adam, continuous.

Adam (VO)

The late '70s and early '80s brought us satellite delivery of TV—and a new rooftop icon: the dish.

Christiana (VO)

And most recently, our TVs have gone on a diet. We've moved from chunky, tube TVs, to slimmer LCDs and Plasmas...

Adam (VO)

And as of February 17th, 2009, officially across the nation, we get to see the latest in the always-changing technology that IS television: Digital broadcast!

And after that, just more and more cool advances.

210. Final GFX resolve and transition back to set.

Christiana

That's for sure.

Adam

Okay. Can I have my remote back now?

Christiana

I'll think about it...

211. Cut to “DTV Simplified”-inspired full-frame GFX set to music. With a header like, “DTV: Did You Know?” the following text builds onscreen:

Not sure if you have an analog TV? Just look in your owner’s manual. If your television is labeled as “analog” or “NTSC,” but is NOT labeled as having a digital tuner, it most likely has an analog TV tuner.

If you use a set-top or rooftop antenna for your analog TV, that means to continue viewing broadcasts after February 17th, 2009 on that TV, you will need to install a digital-to-analog converter box.

212. Music change. With GFX transition, show shots of Christiana’s interview segment with Public Safety officials (perhaps in a GFX frame or enclosure of some sort).

ANNC

Coming up... A conversation with public safety officials about how the DTV Transition will help make our lives safer... When “DTV Simplified” returns.

213. With a Bumper Out “DTV Simplified” GFX, music stings out and we cut to black.

Station Break #1...

300. Bumper In “DTV Simplified” GFX. Transition to various shots and GFX from the show so far.

ANNC

Welcome back to “DTV Simplified”... Your guide to the Digital Television Transition.

301. Music stings out.

Segment Three – Emergency Services Benefit:

302. Cut to full-frame “DTV Simplified/Benefits to Public Safety” GFX transition back to the set. *Note: From this point until the end of the show, during the studio portions, we periodically have a crawl at the bottom of the screen with the Federal Government contact phone number and website for more information (alternating in English, Spanish, perhaps also other languages.)*

Christiana is in the conversation area of the stage with Hennepin County Sheriff Rich Stanek and Richfield, Minnesota Fire Chief Brad Sveum. Both guests are identified with lower-thirds.

Christiana
(to camera)

All right. Let’s look at how the DTV Transition can make us safer...
(turns to guests) I’m here with Richfield, Minnesota Fire Chief, Brad Sveum. And also Hennepin County Sheriff, Rich Stanek. Thanks to you both for joining us...

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CC

Sheriff Stanek, you helped coordinate rescue operations of the 35W Bridge Collapse in August of 2007 in Minneapolis. Tell us how, in the face of an emergency like that, broadcast frequencies made possible by the DTV Transition can help you and your colleagues do your jobs better...

Sheriff Stanek

(These are just suggestions; obviously his comments should be in his own words)

- After the Transition, certain former analog broadcast channels will be reallocated to public safety communications...
- Obviously, effective communications in emergency services is critical...
- When we experienced the 35W bridge collapse in the Twin Cities, fortunately, the communication across the different agencies was excellent. But that's not always the case in all parts of the country.
- After this transition, dedicated frequencies for my department, Tim's firefighters, local police and other emergency responders are going to be really valuable for us to do our jobs the best we can.

CC

(Turns to Chief)

And how about you? You work with firefighters who deal with a whole host of emergency situations every day. What do you see as some of the benefits to your operations as far as these freed-up frequencies are concerned?

Chief Sveum

(These are just suggestions; obviously his comments should be in his own words)

- We all remember that during 9/11, there were communication problems between different agencies.
- Maintaining dedicated frequencies will keep delays in communication like that from happening again.
- This is a great opportunity for all of us to help the public the best we can.

CC

Did it surprise you that a change to TV broadcasting could have an impact on your day-to-day work?

Chief Sveum

- Yes... Effective communication for everyday emergency responses is a big deal, too...
- If we can react quicker, shorten our response times, that's a huge plus...

CC

And what do you say to people who feel like this change is kinda unnecessary?

Chief Sveum

- People should look at the positives to public safety with the Transition...
- For instance, as we plan for big events, effective communication with multiple agencies is always in our minds. Anything that can keep the public safer seems like a pretty good thing to me.

CC

Sheriff Stanek, any words of encouragement for anyone who's maybe a little skeptical of the DTV thing?

Sheriff Stanek

- Considering the huge public safety benefits, I'd just like people to know that those of us in the business of helping people value what this DTV Transition means in terms of us doing our jobs better.

CC

Chief, any final thoughts?

Chief Sveum

- Chief Sveum builds on the public safety benefits notion...

CC

Well okay. Thank you both for your take on this issue. I really appreciate it. *(Turns to camera)* Coming up in a minute, we'll look at the not-at-all-complicated details of getting that Digital signal into your home.

M1. For More Information...:

Transition to onscreen GFX (set to music, sound design) in a simple, elegant style.

M2. GFX/Text, one line at a time, over simple background reads...

Like TV?

Great changes are coming...

The DTV Transition happens February 17, 2009...

More channels...

More choices...

Crisp picture...

Cleaner sound...

Have cable or satellite? You most likely don't have to do anything!

Already have a digital TV? You're all set!

Have an analog TV plus rabbit ears or a rooftop antenna? All you need is a converter box.

Installs in minutes...

There's even a \$40-off coupon (up to two converter box purchases per household, while supplies last)!

Need more info?

www.dtv2009.gov

1-888-388-2009

or

1-877-530-2634 (TTY)

9 a.m. to 9 p.m. Eastern, M-F

Segment Four – Install is Easy:

400. Transition with full-frame “DTV Simplified/Installation Is Easy” GFX to Adam standing now at the slightly reconfigured conversation area with a Geek Squad Home Installer (NOT in uniform). This installer's lower-third simply states his name and his “years of experience” perhaps. Before them is an analog TV with a set of rabbit ears on top of it and a converter box.

Adam

(To camera)

Okay, you've got an older TV with an analog tuner, rabbit ears or maybe an antenna on the roof. The DTV Transition is coming... *(Turns to guest)*
Mike, walk us through just how we're gonna enjoy fully digital television viewing!

Mike

(Obviously, he'll use his own words; these are just suggested ideas)

- No problem... First of all, I should say that if a person gets their TV signal from cable or satellite, they usually don't have to do a thing. Your provider has probably taken care of the techie stuff "upstream" from your house. If you have any questions, just call your provider directly.
- If you've got an analog TV and you get your signal from a rooftop antenna or rabbit ears like these, and you don't want to buy a new digital TV or sign up for a pay-TV service right now, all you need to do is pick up a DTV converter box from pretty much any consumer electronics retailer out there...

Adam

Cool. Now tell us the details on the coupon you can get for this guy...

401. At this point, Coupon contact info crawls onscreen...

www.dtv2009.gov

1-888-388-2009

or

1-877-530-2634 (TTY)

9 a.m. to 9 p.m. Eastern, M-F

Mike

- Any household can apply for up to two coupons for 40-bucks off the purchase of a converter box.

Adam

(Thinking he see a "catch" here)

But, how much are the boxes?

Mike

- They range from about 50 to 70 dollars, so the coupon will cover a lot of the price.

Adam

Excellent. *(To camera)* And by the way, we're gonna show the coupon info again later on, so if you want to grab a pen and paper right now, you should. *(To Mike)* Okay, show us how to hook this up!

Mike

- Talks us through the basic hook-up of a converter box to a TV equipped with rabbit ears.
- Mike demos optimal connectivity with RCA composite video and audio; mentions secondary option which is RF connection.

- He reminds us that you'd follow the same procedure with a rooftop antenna...
- Says something like, "Your existing antenna should work just fine with the converter box."

Adam

Now hold on... What if my parents want to hook up their VCR? How's that work?

401Alt.

Adam

Now hold on... What if I want to hook up my VCR? How's that work?

Mike

- Mike talks us through getting a digital signal from the converter box, to the VCR, to the TV.

Adam

Gotcha... Now what?

Mike

- Once your converter box is hooked up, you just have to let it do basic self-programming, and you're all ready.

401A. Lower-third with "antennaweb.org" appears with Mike's copy.

Adam

What's "self-programming?"

Mike

- It just means the converter box is scanning the digital signals in your area to find every available channel.
- If you want to know which signals are available where you live, you can go to antennaweb.org, and just type in your address.

Adam

So that's it? You didn't even have to use power tools or hike your pants up and look concerned?

Mike

- Nope. It's a pretty user-friendly deal.
- And, if you don't feel like hooking the converter up yourself, most retailers have service people like me who can come out to your house, hook everything up, program your remotes... All that stuff.

Adam
But THAT costs a little extra, right?

Mike
• Yes. It's usually a flat fee for the in-home service. Just ask about all that at the store where you buy the converter. They're all going to have different prices and service offerings.

402. Cut to Adam.

Adam
Sounds good. Thanks a bunch, Mike. *(To camera)* Now, as promised, here's that information for getting yourself up to two \$40-off coupons per household for your own converter boxes.

403. Transition to full screen info set to music for how to get coupon. Perhaps also show actual screen shots of a cursor clicking on the "request coupon" button.

www.dtv2009.gov
1-888-388-2009
or
1-877-530-2634 (TTY)
9 a.m. to 9 p.m. Eastern, M-F

404. Cut to "DTV Simplified"-inspired full-frame GFX set to music. With a header like, "DTV: Did You Know?" the following text builds onscreen:

If your TV is labeled "Digital Monitor," "HDTV Monitor," "Digital Ready," or "HDTV Ready"...
This does not mean that it actually has a digital tuner.
You still need a separate set-top tuner to view programs in the new digital standard (which includes HDTV).

500. Full-frame "DTV Simplified/Possible Technical Issues" GFX transition, then back to set, Adam alone.

501. **Segment Five – Technical Issues.**

Adam
As you can imagine, there are a couple *potential* technical issues that can come up with the conversion of analog to digital TV. For a quick rundown, I give you...

502. Cut to a bold title treatment over a digital-ish feeling background.

Adam (VO)
(Walter Winchell-ish Voice)
“A Couple of Issues You May Experience!”

503. Music stings out, title resolves and holds for a beat, cut back to Adam.

Adam
(Normal voice now)
Yeah. In other words, here are some things to be aware of with the Transition that might influence your TV watching experience...

504. Cut to image of a stylized analog TV with fuzzy picture; then TV with converter box and digital picture “there/frozen/not there.”

Adam (VO)
Remember when your analog TV would go all fuzzy when it wasn’t tuned in, but you could still sorta make out the picture? Well, if your new, digital signal isn’t getting to your antenna with enough strength, it doesn’t do that. Because of the technical way that the digital information is getting to your house, it’s either tuned in, or its not.

505. Cut back to Adam. OTS GFX follow copy.

Adam (on/off cam)
Sometimes, just putting your antenna in a new spot, or a slight antenna upgrade is all you need to take care of that. But in rare cases, you might lose a station entirely during the Transition. This might be a short-term or a long-term situation based on each TV station’s individual broadcast plan. Again, this is gonna be the exception, not the rule.

506. Cut back to Adam.

Adam
Even after the DTV Transition happens, there are still going to be a number of what are called “translator” and “low-power” stations that are *exempt* from switching over to digital broadcast. These are often noncommercial stations, community broadcasts and also stations located out in rural areas that simply help repeat the signal from bigger stations in the city.

507. Adam holds up a converter box that has the analog pass-through at the right time.

Adam

So if you watch free over-the-air TV, and you've got an analog TV, *and* you think you watch low-power or translator stations-- all it takes is a phone call to the station to find out, by the way-- you need to make sure to buy a converter box with "analog pass-through."

508. Cut to CU of pass-through label on back of converter box.

Adam (VO)

It makes sure you can watch all the digital programming, *as well as* signals from those low-power stations that are going to remain analog for a while, after you hook it up.

509. Cut back to Adam.

Adam

Now, while most retailers currently carry analog pass-through boxes, there are some boxes out there that *don't* have this feature. So if you have one of those, don't panic. If you're in an area where you've got a mix of digital programming and low-power analog stations, you can still get both on your TV.

510. Adam holds up a splitter kit, then cut to full-frame GFX that follow copy. Or, just cut to splitter kit image GFX with copy.

Adam (on/off cam)

Just get yourself a splitter kit from a home electronics store and hook it up to your antenna... Out the other side you'll have a signal to go into the converter box for those delicious digital broadcasts, and also a feed with analog signals to your TV, as well.

511. Cut back to Adam.

Adam

Piece of cake! Okay, that's enough techie-talk for a while. Now let's check out some *real* people who have all dealt, in one way or another, with the switch to digital TV already...

512. With full-frame "DTV Simplified/Real World Stories" GFX transition, cut to next segment.

600. Segment Six – Real World DTV Stories:

Cut to a pre-taped video of three different families and/or individuals who have already dealt with the DTV Transition: an older couple, a Hispanic family with young kids, and another family... Each represents dealing with the Transition by either installing a converter himself or herself, doing nothing because they already have cable or satellite, or upgrading to a digital television as well as cable or satellite. Perhaps one of them used the Government Coupon for their converter box purchase. The “doing nothing” family is younger and finds that they are the “informed agents” helping out older relatives in their family and even people in the neighborhood. In all three of the families, the consensus is that Digital Television is better than what they had before.

601. Cut to back to the set. Adam is alone.

Adam

See? Simple. And no matter *how* you chose to deal with the switch to digital broadcast, as you can tell, it’s really not that hard.

602. Cut to “DTV Simplified”-inspired full-frame GFX set to music. With a header like, “DTV: Did You Know?” the following text builds onscreen:

How do you know if I have a digital TV or not?

Many DTVs have labels or markings with the words “Integrated Digital Tuner,” “Digital Tuner Built-In,” “Digital Receiver,” or “Digital Tuner,” “DTV,” “ATSC,” or “HDTV” (High Definition television).

If your TV has any of these labels, you should be able to view digital over-the-air programming without a digital-to-analog converter box.

If not, then you need to look into getting a converter box, get your TV signal from cable or satellite, or buy a new digital TV before February 17th, 2009.

603. Music change. With GFX transition, show shots of Christiana’s interview segment with Federal officials (perhaps in a GFX frame or enclosure of some sort).

ANNC

When “DTV Simplified” returns... A check-in with officials from the federal government for their take on the DTV Transition... Stay tuned.

604. With a Bumper Out “DTV Simplified” GFX, music stings out and we cut to black.

Station Break #2...

700. Bumper In “DTV Simplified” GFX. Transition to various shots and GFX from the show so far.

ANNC

This is “DTV Simplified”... A whirlwind tour of the Digital Television Transition. Once again, Christiana and Adam...

701. Music stings out.

Segment Seven – Christiana Goes To Washington:

702. Christiana and Adam are standing on center stage.

CC

Obviously, a nationwide change to the whole way television gets broadcast, is no small undertaking.

Adam

In fact, it took--and well--it continues to take *lots* of elected officials and other government folks to get the DTV Transition off the ground...

CC

And I had the chance to speak with some of them for their take on the Transition. Take a look...

703. Cut to full-frame “DTV Simplified/DTV from DC” transition GFX, then cut to (maybe a mini-montage of DC establishing shots), then Christiana with Senator Amy Klobuchar and Senator Orrin Hatch. Both Senators are identified with a lower-third that also tells us the state they represent. *Note: Answers from the Senators are merely suggested ideas. They will use their own words.*

CC

It’s time to talk to the two individuals who helped bring the DTV Transition to life. Senators Amy Klobuchar and Orrin Hatch... Senator Klobuchar, why is this Transition necessary?

Senator Klobuchar

- Senator Klobuchar answers why the DTV Transition was passed into law, when that occurred, how it benefits the nation...

CC

Senator Hatch, representing Utah, you also represent a lot of people who get their TV over-the-air and not from cable or satellite. Talk about how you and your office are trying to raise awareness of the Transition.

Senator Hatch

- Senator Hatch talks about his personal outreach efforts on DTV...
- Why he co-sponsored the resolution on DTV awareness...

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Senator Klobuchar

- Senator Klobuchar adds that her state of Minnesota also has a large percentage of viewers of over-the-air television...
- She speaks of her outreach efforts, as well...

CC

(To Sen. Klobuchar)

Can you tell us more about the TV Converter Box Coupon Program? Was that in the plan from the beginning?

Senator Klobuchar

- Senator Klobuchar speaks about how the idea of the coupon program came about, what date it began, how much money is dedicated to it, etc...

CC

(To Sen. Hatch)

So how is the DTV Transition going in your state, and for that matter, across the country?

Senator Hatch

- Senator Hatch gives his take on how Utahans and how all Americans are getting prepared for the Transition...
- He segues into a concluding sentence or two on the DTV Transition...

CC

Senator Klobuchar, what's your take on how people are feeling about the Transition?

Senator Klobuchar

- Senator Klobuchar gives her assessment on the how citizens are feeling about this issue...
- She segues to a concluding sentence or two...

CC

Thank you both for your time. I really appreciate it.

704. Cut to a quick series of shots of Christiana walking around various Capital buildings, looking around, on the Mall, on the streets in DC, etc. for 10-seconds. Conclude with her speaking to U.S. Department of Commerce Secretary Carlos Gutierrez. He is identified with a lower-third. *Note: Answers from the Secretary are merely suggested ideas. He will use his own words.*

CC

Secretary Gutierrez, as the head of the Department of Commerce, you oversee the “NTIA.” Can you tell us about the role that office plays in the transition to DTV?

Secretary Gutierrez

- Secretary Gutierrez tells us what “NTIA” stands for (National Telecommunications & Information Administration) and when it was established...
- NTIA is responsible for running the \$40-off TV Converter Box Coupon Program that Congress authorized...
- This is a major component of the DTV Transition as it helps raise awareness of the transition, and obviously, provides help with the purchase of the converter box...

CC

How much money was set aside for the coupon program to help consumers?

Secretary Gutierrez

- Secretary Gutierrez states that there is \$990 million available for the coupons, two per household...
- If that funding gets used up, another \$150 million will be made available to help consumers with the cost of purchasing converter boxes...

CC

This is such a giant undertaking. What sorts of things have you and the NTIA been doing to help get information to the public about DTV?

Secretary Gutierrez

- Secretary Gutierrez runs down efforts to educate and inform the public about the DTV Transition...

CC

Wow. Sounds like you’re pretty busy. I better let you get back to work. Thanks for taking some time to chat today.

705. Cut to another quick series of shots of Christiana walking around again. Conclude with her speaking to FCC Chairman Kevin Martin. He is identified with a lower-third. *Note: Answers from the Chairman are merely suggested ideas. He will use his own words.*

CC

Chairman Martin... The FCC helped set this whole DTV Transition in motion. You're pretty much in the driver's seat... What do you see as the major benefits to all of us from the switch to digital broadcast?

Chairman Martin

- Chairman Martin speaks of the benefits to citizens in terms of better picture, sound and multicasting, etc...
- He also speaks to the benefits that come from dedicated broadcast spectrum for emergency services communications.

CC

Gotcha. Now tell us about the FCC doing an "early transition test" in the Wilmington, North Carolina area...

Chairman Martin

- Chairman Martin talks about how, in partnership with broadcasters in the Wilmington area, the FCC is organizing a test transition to test the preparedness of consumers...
- Other factors this test may reveal...

CC

Tell me about all the efforts that have gone into raising awareness on this issue. I mean, this is a big deal. We haven't had a major change to television like this since the switch from black and white to color, right?

Chairman Martin

- Chairman Martin broadly talks through the various efforts from TV announcements, to the web, to the toll-free info number, to printed information, etc. produced to get consumers aware of the Transition...
- Other efforts... (*Possibly the following?*) Public forums or Q&A sessions... Press conferences... TV & radio appearances by Chairman Martin himself...

CC

How would you say the country is doing as far as knowing what's up when it comes to DTV? Are we ready?

Chairman Martin

- Chairman Martin answers accordingly and segues into a concluding sentence or two.

CC

Well thank you very much for your time. Best of luck bringing the Transition down the home stretch.

706. With “DTV Simplified” full-frame transition GFX, cut back to the studio. Adam and Christiana are side-by-side.

Adam

Wow. You got to meet a lot of folks!

CC

Yup.

Adam

A lot of really important folks.

CC

Yup.

Adam

(Kinda hurt)

And as I recall, you didn't ask me to come along...

CC

Nope.

Adam

And you're kinda glad I wasn't there, aren't you?

CC

Yup.

Adam

And ouch. *(Alt. add-on)* She's very clear, though.

707. Cut to “DTV Simplified”-inspired full-frame GFX set to music.
With a header like, “DTV: Did You Know?” the following text builds onscreen:

Did you know that you don’t need an HDTV to watch Digital television?

The DTV transition is a transition from analog broadcasting to digital broadcasting. That’s it. It is not a transition from analog broadcasting to High Definition broadcasting.

Digital broadcasting allows for High Definition broadcasts, but High Definition is not required, and you don’t need to buy an HDTV to watch digital TV.

A Standard Definition DTV (which is simply a TV with an internal digital tuner), or a digital-to-analog converter box hooked to an analog TV, is all that is required to continue watching free, over-the-air broadcast television.

800. Transition back to the set. Adam and Christiana are back at center stage, where they started the program. Music underneath.

Segment Eight – Show Close:

Adam

So that’s DTV Simplified!

CC

It’s simple if you remember that *before* February 17th, 2009 you have three choices to keep watching TV...

Adam

One: If you still have an analog TV and get your programs with rabbit ears or a rooftop antenna, get a converter box... Or Two: Sign up for a pay service like cable or satellite... Or Three: Buy a new digital TV.

CC

And of course, if you *already have* cable or satellite, or a digital TV, then you don’t have to do a thing.

Adam

That’s pretty simple.

801. Lower-third displays the following...

www.dtv2009.gov

1-888-388-2009

or

1-877-530-2634 (TTY)

9 a.m. to 9 p.m. Eastern, M-F

CC

And if you still have questions, this website and phone number you're seeing on the screen right now, can help out, big-time.

Adam

Thanks very much for watching...

CC

(She holds up a Converter Box Remote)

And enjoy the clean, clear *Digital* TV future!

Adam

Hey, my remote!

CC

(She points off camera)

Hey look! A shiny object!

802. Adam looks in the direction she's pointed.

Adam

(To camera)

Nice.

803. Music up full. Credits for 30-seconds roll over b-roll or GFX background. Credits lead with...

"Special thanks to Best Buy, Apex Digital Incorporated and the Minnesota Broadcasters Association for their help in making this program possible."

Standard production credits follow.

"Customized Donut" Note: *This is where a closing from a local anchor would go.*