

David K. Rehr
President and CEO



November 21, 2008

The Honorable John D. Dingell
Chairman
Committee on Energy and Commerce
U.S. House of Representatives
2328 Rayburn House Office Building
Washington DC 20515

The Honorable Edward J. Markey
Chairman
Subcommittee on Telecommunications and the Internet
U.S. House of Representatives
2108 Rayburn House Office Building
Washington DC 20515

Dear Chairman Dingell and Chairman Markey:

In your letter dated November 7, 2008, you requested that I address several questions relating to consumer education on digital television (DTV) transition issues including converter box rescanning, antennas and signal contours. On behalf of the over 8,300 members of the National Association of Broadcasters, I would like to thank you for the opportunity to address these important matters.

As you know, in 2007, NAB and its members launched a DTV consumer awareness campaign valued at over a billion dollars and aimed at ensuring that no consumer would be left behind due to a lack of information about the transition. The initial focus of the campaign was raising general consumer awareness about the February 17, 2009 transition. The campaign then focused on the converter box coupon program and the benefits of digital television. We have continued to refine and tailor our messaging and are now honing in on many of the issues you raised in your letter.

Our efforts take a variety of forms including creation of spots that stations can air, Web site content for consumer reference and content for our DTV Speakers' Bureau which helps get the message out in gatherings throughout the country. While national DTV

consumer education efforts will help address many of these issues, additional action has been taken, and will continue, on a state and local level. Many of the channel assignment (rescanning), antenna and signal contour issues are specific to individual markets and stations, posing unique challenges and solutions. Below we have provided our national marketing plan as well as just a few examples of the many state and local initiatives that are underway. Our description of state and local initiatives is not intended to capture the full measure and diversity of the extensive efforts of every local broadcaster across the country to educate and prepare their viewers for the transition.

I. Rescanning Converter Boxes

You asked what steps our member stations are taking to educate consumers about the need to rescan their converter boxes. This is unquestionably an issue of critical importance to television broadcast stations nationwide. As with other DTV consumer education initiatives, multiple steps are being taken to ensure that consumers are aware of the importance of rescanning:

A. NAB Initiatives

In addition to the 14 consumer education spots NAB already has produced and distributed to stations, NAB is producing three additional spots to specifically address consumer equipment issues. These spots, which will be distributed this winter, urge viewers to help their friends and families make the upgrade, take action ahead of the deadline and rescan their TV sets after the transition. The new series of spots, called "Checklist," reminds viewers to upgrade analog TV sets with a converter box, to scan for channels, to make sure their equipment works and to rescan their converter boxes after February 17. Within this package of spots there is a special spot exclusively focused on the rescanning issue, which we will encourage stations to run heavily the last two weeks before February 17, 2009.

NAB also has been in regular communication with stations on the rescanning issue and will continue to reinforce the importance of the issue with stations. In preparation for the day after the DTV transition, NAB has prepared a question and answer document for stations to help viewers who may have problems rescanning despite the marketing and promotional efforts surrounding the issue. Because the rescanning issue arises primarily after the transition, we are encouraging stations to ramp up rescanning promotional efforts toward the end of the campaign, to avoid consumer confusion in the immediate term.

B. State and Local Initiatives

1. **Alabama:** Station WHNT-TV, Huntsville, Ala., is educating viewers about rescanning using spots and also will air an extensive newscast on the rescanning issue on February 17. The station also has established and is staffing a hotline, the "DTV Action Line," where scanning is being addressed.
2. **Georgia:** To help educate viewers, station WGNM, Macon, Ga., includes rescanning information in all of the spots it produces and airs. Station WSST-TV, Cordele, Ga., plans to establish and promote a toll-free hotline at two weeks prior to its switch to digital in order to field viewer questions. Technical staff responding to viewer questions will be specifically trained to address rescanning. Information on rescanning also will appear in spots aired prior to the transition. Station WGCL-TV, Atlanta, Ga., reports that it already is operating on its final DTV channel, so converter boxes already receiving the station should be ready for post-February 17, 2009 operation. The station observes that nevertheless, rescanning of the converter box may be needed from time to time, and therefore, some of the DTV awareness messages broadcast by the station include the subject of rescanning. Rescanning will be further stressed by WGCL-TV closer to the transition deadline when rescanning is needed.
3. **Indiana:** Station WTIU, Bloomington, Ind. is taking the following steps to educate consumers about rescanning: The 30-minute program "Get Ready For Digital TV" features famous do-it-yourselfers Norm Abram and Kevin O'Connor of "This Old House," who offer digital television how-to guidance and tips to ensure that viewers across America are prepared to successfully make the switch to digital television in their homes before the analog shutoff in February 2009. One segment of the program covers the installation of a converter box, including demonstrating how to perform the channel scan. The program already has aired 15 times in October on WTIU and will be scheduled many more times before the conversion date.
4. **Maine:** The Maine Association of Broadcasters has produced an information sheet explaining the transition which includes information on the need for rescanning and how to rescan. This has been distributed to member stations, and the association hopes to secure funding to print and distribute it to others throughout the state. Information from the sheet also is available at the Maine Association of Broadcasters' DTV consumer education site: www.DTVforME.com. The information sheet is attached hereto as Appendix I.
5. **Michigan:** The converter box rescan issue has always been a focal point for the Michigan Association of Broadcasters and its members. A statewide video

teleconference with an audience of over 500 people provided in-depth coverage of the issue, regional seminars have focused on rescanning, and member stations have been hosting call-in shows addressing rescanning and other issues affecting viewer access to digital signals. The association also has partnered with the electronics industry to offer a toll-free DTV hotline which addresses approximately 100 calls per day on issues including rescanning. Additionally, new materials have been printed with specific emphasis on rescanning and antenna issues and have been widely distributed.

6. **Montana:** Station KTVH, Helena, Mont., became the state's first all-digital broadcaster on November 10, 2008. To prepare for the transition, the station created a centralized phone bank staffed by station personnel and at least one engineer at all times. Representatives of the Montana Broadcasters Association monitored the station's switch to all-digital operations and relayed lessons learned and best practices with every other broadcaster throughout the state. Their recommendations include: emphasize through spots and news stories, the need for rescanning; be aware of the different scanning characteristics of various converter box models when responding to viewer calls; and remind viewers to tune their TVs to channels 3 or 4 before attaching the converter box and attempting a scan.

7. **Ohio:** Station WFMJ-TV, Youngstown, Ohio, considers education about rescanning converter boxes a high priority. In DTV outreach talks and segments on its local community relations show, the station has explained the need for people to rescan their converter boxes after moving their antennas. Station managers and personnel also have walked viewers through the rescanning process by phone. Station WCMH-TV, Columbus, Ohio, makes rescanning a regular part of its educational efforts. Using each of its education "platforms" (i.e., on-air, outreach talks, viewer calls and spots), the station informs viewers that: the converter box replaces the television's tuner; viewers should tune the television to channel 3 and start the scanning feature on the converter box; the viewer may have to reposition or reorient the antenna to maximize signal strength; and if the viewer sees 4.1, then the converter is receiving NBC 4's digital signal. The station responds to viewer calls with explanations of how to connect the converter box, how it works with the television and what is a successful scan. Station personnel also walk viewers through connectivity, scanning and antenna positioning while they are on the telephone.

8. **Oregon:** Station KPDX¹ plans on running crawls and messages 30-45 days prior to the transition alerting viewers that they will need to rescan their DTV receiving devices after February 17, 2009.
9. **South Carolina:** The South Carolina Educational Television Commission (SCETV), licensee of multiple noncommercial stations throughout the state,² reports that only one of its stations will be changing channels as part of the DTV transition. However, SCETV notes that there are several other stations in the state that are changing channels, which will require viewers to rescan their digital televisions and converter boxes. This was a subject of discussion at a recent broadcast managers' meeting in Greenville, S.C. SCETV plans to add the rescanning information to its Web site's DTV information pages and on-air announcements. Station WYFF, Greenville, S.C., has conducted multiple speaking engagements in advance of the transition, addressing the need to rescan after February 17, 2009. It also is communicating this message through individual phone and email contacts with local residents, and has posted rescan reminders on its Web site. WYFF is also planning an intensive news campaign addressing rescanning and other critical issues on transition day. And, starting on February 18, 2009, the station will encourage viewers to spread the word to others by highlighting rescanning in television promos and newscasts. Station WBTW, Florence, S.C., plans to use NAB's spots on rescanning and also is evaluating developing a local spot on this topic. Rescanning also has been addressed in the station's newscasts. The station also has promoted and operated "DTV Helplines" staffed by station engineers, and scanning has been a frequently discussed issue during viewer calls. Station WCBD-TV, Charleston, S.C., plans to broadcast NAB spots on rescanning. Station WHNS, Greenville, S.C., plans to run crawls and messages 30-45 days prior to the transition alerting viewers that they will need to rescan their digital television receiving device after February 17, 2009.
10. **South Dakota:** The South Dakota Broadcasters Association gathered information from several member stations. Stations KOTA-TV, Rapid City, S.D. and KHSD-TV, Lead, S.D., report that rescanning information was included in the 30-minute program which the stations aired twice on August 16 and

¹ Station KPDX is licensed to Vancouver, Washington, but is assigned to the Portland, Oregon Designated Market Area (DMA). Vancouver is only 10 miles away from Portland, so the station's signal is widely available in Portland and surrounding areas.

² WRLK-DT, Columbia, S.C.; WRJA-DT, Sumter, S.C.; WJPM-DT, Florence, S.C.; WHMC-DT, Conway, S.C.; WNSC-DT, Rock Hill, S.C.; WNTV-DT, Greenville, S.C.; WITV-DT, Charleston, S.C.; WJWJ-DT, Beaufort, S.C.; WRET-DT, Spartanburg, S.C.; WEBA-DT, Allendale, S.C.; and WNEH-DT, Greenwood, S.C.

September 11, 2008. The program is scheduled for three more airings before February 17, 2009. Also, all DTV education spots aired by the stations include text describing the need to rescan after installation of the converter box. The licensee of stations KELO-TV, KCLO-TV, KPLO-TV and KDLO-TV plans to make a spot explaining the issue and put the information on the stations' Web pages. Station KEVN-TV is considering running a crawl to air during the last two weeks before the transition that alerts viewers of the need to rescan their converter boxes.

II. Antenna Issues

You asked how viewers can determine whether to obtain a new antenna or adjust an existing antenna to ensure reception of local digital signals via their converter boxes and what steps broadcasters are taking to ensure that viewers are aware of the potential need for an antenna.

A. NAB Initiatives

NAB has partnered with the Consumer Electronics Association (CEA) to host the www.antennaweb.org Web site, an interactive site that tells consumers which television stations they can receive in their area and which antennas can best pick up those stations' programming. The Web site was recently translated into Spanish and is one of the most frequently visited Web sites concerning digital television.

The www.antennaweb.org Web site allows a viewer to enter an address or geographical location, the type of house and the conditions of reception, including antenna height, presence of surrounding buildings and trees, etc. The program then provides a list of digital stations that can be received at that location and gives specific information on the type of antenna that is required and the direction in which it should be pointed for each station.

To promote www.antennaweb.org, NAB has produced and distributed two action spots, "Antenna Highway" and "Not Technically Minded," which educate viewers about the need to adjust and/or obtain new antennas to maximize their access to signals. These spots were distributed to stations in September 2008 and are currently running in markets nationwide. The spots direct viewers to sources of additional information about antennas: (a) the toll-free Federal Communications Commission DTV hotline number, and (b) the Web site jointly developed by NAB and CEA, www.antennaweb.org. Consumers that do not have Internet access at home can obtain the information they need through the FCC hotline or by using the Internet at a public library or other public kiosk. The spots can be viewed at the following Web sites:

- “Antenna Highway”: http://www.dtvanswers.com/dtv_30spots.html?b=9
- “Not Technically Minded”:
http://www.dtvanswers.com/dtv_30spots.html?b=10

NAB produced another spot, “Help Now,” which urges viewers to help friends and families in need with adjusting their antennas and setting up their converter boxes. This spot was distributed on November 19 and the script for the spot can be found at: www.dtvanswers.com/actionsspots.

With CEA, NAB has also spearheaded the “Rabbit Ears Pioneers” contest, an earned media effort designed to raise consumer awareness about antennas and digital television through the news media. More information is available on the “Rabbit Ears Pioneers” Web page: http://www.antennaweb.org/rep/rep_index.html.

The antenna issue is highlighted on NAB’s main DTV Web site, DTVAnswers.com, in a variety of our consumer literature pieces and in our DTV Road Show. The NAB DTVAnswers.com Web site has a section on choosing an antenna, and several “Frequently Asked Questions” on antennas, with information on selecting the right sort of antenna for their location and adjusting it correctly for good reception.

NAB has also communicated with television stations about this issue. For example, the information sheet “DTV Transition: How to Answer Viewer Calls” produced by NAB for use by member stations, includes answers to questions that viewers may ask if they call the station. It includes advice on adjusting the antenna and the possible need to use an outdoor antenna or upgrade to a newer model.

The consumer and broadcaster information sheets and pages from the DTVAnswers.com Web site discussed above are attached hereto at Appendix II.

B. State and Local Initiatives

1. **Alabama:** Station WHNT-TV, Huntsville, Ala., addressed antenna issues as part of its DTV Action Line, as mentioned above.
2. **Georgia:** Station WGNM-DT, Macon, Ga. management/personnel respond to questions from viewers over the phone. On a case-by-case basis, staff help viewers to evaluate what antenna adjustments or new antennas are needed using a combination of their own expertise and www.antennaweb.org. Station managers and personnel also have personally visited the homes of viewers with reception issues. Station WSST-TV, Cordele, Ga., plans to establish and promote a toll-free hotline at two weeks prior to its switch to digital in order to help field viewer questions. Technical staff responding to viewer questions will be specifically trained to address antenna issues. Information on the need to

upgrade and/or adjust antennas also will appear in over-the-air spots. Station WGCL-TV states that: (i) its informational messages and crawls direct the viewer to government Web sites which explain how to connect converter boxes to an antenna; (ii) the station is giving outside presentations to groups of viewers and during those discussions, staff explain the need for an antenna and how to position and orient it; and (iii) for those without Internet service, on-air messages invite viewers to contact the station with questions relating to any reception issues. The station's engineering staff has the station's coverage map that shows predicted coverage in the viewing area and/or access to software that can predict point-to-point reception to the viewer's address. Additionally, station engineering personnel are familiar with signal coverage and may know whether a viewer can practically receive the digital signal of the station based on previous experience.

3. **Indiana:** Station WTIU, Bloomington, Ind., is taking the following steps to educate consumers about antennas:
 - The need for an antenna is mentioned in speaking engagements and events. Several DTV-related pages in the WTIU Web site also have information about the need for an antenna and a link to www.antennaweb.org. These pages can be viewed at: http://www.indiana.edu/~radiotv/wtiu/digital_abc_6.html#000279.
 - WTIU has been running spots and the 30-minute program "Get Ready For Digital TV" (description above), which mention the need for an antenna.
 - WTIU will be distributing 200 DVDs that include the 30-minute program "Get Ready For Digital TV" (description above), as well as segments providing specific tips for the DTV conversion, including "Check Your Antenna." The DVDs will be distributed at events and mailed to contributors who have self-identified themselves as over-the-air viewers.

4. **Maine:** The Maine Association of Broadcasters has produced an information sheet explaining the transition, which includes information on the need for antenna adjustment and/or purchase, and how to select an appropriate antenna. As mentioned above, the association hopes to secure funding to print and distribute this information sheet to others throughout the state. Information from the sheet also is available at the Maine Association of Broadcasters' consumer education site: www.DTVforME.com.

5. **Michigan:** Please see discussion of the Michigan Association of Broadcasters' efforts in the rescanning section above. Issues relating to antenna positioning and upgrades also have been addressed as part of those educational efforts.

6. **Minnesota:** The Minnesota Broadcasters Association developed a 30-minute DTV educational program for use by its members. The script of the entire program is attached hereto as Appendix III. The issue of antenna adjustment and/or upgrade is addressed at pages 13-14 of the script. The Minnesota Broadcasters Association estimates that 400-500 stations nationwide have aired or will air the program between now and the transition deadline.

In March 2008, the association produced and distributed a 30-minute episode of its weekly radio public affairs program Access Minnesota that addressed consumer issues related to the DTV transition. The program aired on 48 radio stations across the state. Another 30-minute episode of Access Minnesota devoted to the transition will air in January 2009 and will feature a special focus on antenna and potential reception issues.

In March 2008, the association produced a 30-minute episode of its monthly TV public affairs show, "Access Minnesota" that dealt with DTV transition issues. The show was distributed statewide. The August 2008 show featured a segment on the DTV transition and promotion of a special DTV exhibit at the Minnesota State Fair. The Minnesota Broadcasters Association will produce another, "Access Minnesota" episode on the DTV transition in January 2009 with special emphasis on antenna and reception concerns.

During the Minnesota State Fair in August and September 2008, the Minnesota Broadcasters Association operated a booth to educate fairgoers on the DTV transition. Partnering with Minnesota 4-H and Best Buy, the association set up several demonstration stations to assist visitors with specific DTV converter box installation questions. Volunteers spent considerable time with each visitor answering questions about converter boxes, antennas and potential reception issues. The Minnesota Broadcasters Association also demonstrated how to use converter boxes with a variety of antennas and VCR/DVD combinations. Members of Congress and the governor of Minnesota visited the exhibit.

The Minnesota Broadcasters Association also has partnered with Minnesota 4-H and Best Buy to train 4-H DTV Teams that will visit community centers and individual homes to assist with DTV questions and converter box installation. These teams are active in many Minnesota counties now, and the association plans to recruit additional teams to provide state wide coverage as the transition date approaches. More information on the 4-H DTV teams is available at: www.fourh.umn.edu/DTV-team/.

The MBA and local TV broadcasters also are participating in DTV Boot Camp events at several Best Buy stores on November 17, 2008. These sessions will provide in-depth guidance on individual DTV reception issues.

7. **Missouri:** The Missouri Broadcasters Association is hosting a meeting on November 24, 2008 for all Kansas and western Missouri TV stations to address a variety of issues, including the need to develop a “work around” for antennas that are not adequate to pick up certain stations.
8. **Ohio:** Station WCPO-TV, Cincinnati, Ohio, has taken the following steps to educate viewers about antenna issues: 1) use the NAB antenna spot in rotation with the other digital spots; 2) aired a 30-minute DTV special on Wednesday, September 17 during prime time (from 8:30-9 PM) which explained the antenna issue; 3) schedule a second 30-minute DTV special on Tuesday, December 9 during prime time (from 8-8:30 PM) which will discuss the antenna issue in further detail; 4) repeatedly communicate the www.antennaweb.org Web site on-air, in newscasts and in handouts.

Station WTOL, Toledo, Ohio, has observed that because the station is moving from UHF digital to VHF digital after the switch, viewers will need a combination UHF/VHF digital antenna. To educate viewers, this station created editorial on the issue and included the issue in over-the-air news stories, awareness spots, and stories on its Web site. The licensee also is working on additional spots and guidelines for its awareness efforts and has a Web site with relevant facts in an easy-to-follow guide. Station WMFD-TV, Mansfield, Ohio, also is facing a UHF/VHF issue because its analog signal was UHF and its digital signal is VHF. The station has already completed analog shutoff and is now broadcasting only in digital. The station has addressed this issue on a case-by-case basis, with station personnel responding to calls from viewers and providing information over the phone. This resolves the issues and viewers report excellent reception once they change antennas.

On two segments on its community relations program, station WFMJ-TV, Youngstown, Ohio, discussed the fact that some viewers may need to install an outdoor antenna. Station personnel use a model antenna for on-air and in-person demonstrations and return all calls regarding reception issues and talk them through antennas. In response to inquiries, station managers and personnel also send viewers via email and postal mail the “Antennas and Digital Television Consumer Fact Sheet” published by the FCC. Additional community relations shows, news segments and outreach talks, also will inform viewers about antenna issues.

To help viewers determine their antenna needs, station WCMH-TV, Columbus, Ohio, explains in all educational outreach platforms that some areas are more challenging than others, discusses antennas differences (i.e., indoor versus outdoor, directional versus omni-directional, amplified versus non-amplified)

and use of amplifiers. The station also directs viewers to www.antennaweb.org and to contact a professional antenna installer. To help viewers improve their reception, the station explains how antenna placement can impact reception and discuss issues such as interference, weather, terrain, and height as well as noting that good reception is trial and error with patience. To help viewers without ready access to the Internet, the station explains on all platforms why they may need to consider a new antenna, including: "Call 4" panels; viewer calls; the station's viewer interaction franchise, "You Question, We Get Answers;" past and future newscast stories; and upcoming DTV educational spots.

9. **Oregon:** The Oregon Association of Broadcasters plans to host a meeting of its members in December to discuss rescanning messaging. Commercial and noncommercial television broadcast stations in the Portland, Oregon DMA have all committed to addressing the rescanning issue in both newscasts and announcements throughout the month of January. Station KPDX has used informational messages and crawls to direct viewers to government Web sites which explain how to connect converter boxes to an antenna. The station also is giving outside presentations to groups of viewers and during those discussions, we explain the need for an antenna, and how to position and orient it. Viewers with Internet access can use www.antennaweb.org to determine what antenna is appropriate for their location. For viewers without Internet service, on air messages invite viewers to contact the station with questions relating to any digital reception issues for the station. A call to the television station may prove helpful because the station's engineering staff has the station's coverage map that shows predicted coverage in the viewing area and access to software that can predict point-to-point reception to the viewer's address.
10. **Pennsylvania:** The Pennsylvania Association of Broadcasters is making available on its Web site an information sheet identical to that created by the Maine Association of Broadcasters. As explained above, the sheet discusses the need for antenna adjustment and/or purchase, and how to select an appropriate antenna.
11. **South Carolina:** SCETV will be updating its spot announcements as well as its long form informational programs to inform viewers of the potential need to adjust or replace their current antennas. Station WYFF, Greenville, S.C., aired a news series devoted in large part to addressing antenna-related issues in November. As part of the series, crews tested four area residences to determine the reception strength of the antennas on site. The station is also operating phone banks, which will continue after the transition, to resolve local questions. WYFF has also run 55 announcements concerning antenna

placement, direction and possible replacement. Another announcement being produced by the station is scheduled to air in December. Station WBTW, Florence, S.C., has addressed antenna issues in over-the-air spots and as part of its ongoing DTV Helpline program discussed above. Station WCBD-TV, Charleston, S.C. has already aired information packages during newscasts (in addition to several airings of a 30-minute DTV special – “Getting Ready for Digital TV”) explaining to viewers that they may need to obtain a new antenna or adjust an existing antenna to receive over-the-air signals after February 17, 2009. The station will continue to broadcast this message during newscasts. WCBD-TV conducted on-air soft tests broadcasting to viewers a message indicating that their television sets may not be ready for the February 2009 digital switch. Along with the message, a phone number was displayed so viewers could phone in to the station’s panel of experts for advice. The station plans to conduct nine tests over all dayparts and in every local newscast prior to February 17, 2009. Station WHNS, Greenville, S.C. reports that: (i) its over-the-air messages and crawls direct viewers to government Web sites which explain how to connect converter boxes to an antenna; (ii) the station is giving outside presentations to groups of viewers and during those discussions, staff explain the need for an antenna, and how to position and orient it; and (iii) for those without Internet service, on-air messages invite viewers to contact the station with questions relating to any reception issues. The station’s engineering staff has the station’s coverage map that shows predicted coverage in the viewing area and/or access to software that can predict point-to-point reception to the viewer’s address. Additionally, station engineering personnel are familiar with signal coverage and may know whether a viewer can practically receive the digital signal of the station based on previous experience.

12. **South Dakota:** The South Dakota Broadcasters Association gathered information from several member stations. Stations KOTA-TV and KHSD-TV note that antenna issues also are discussed in the 30-minute DTV education program that has run twice on the stations, is included in over-the-air spots, and on the stations’ Web site. The stations also hosted an "Ask the Experts" live phone bank on November 11, 2008 where viewers could ask questions about the transition and respondents can address antenna questions. The licensee of stations KELO-TV, KCLO-TV, KPLO-TV, and KDLO-TV has run several spots addressing antenna issues, has antenna information on its DTV Web page and a link to www.antennaweb.org, the most comprehensive antenna information site. The stations also will air news stories on the issue. The association and some of its members also are planning to address antenna and other issues as part of: (i) a series of in-store information nights with a retail partner; and (ii) the set up of information kiosks in major malls on a specific weekend around the state. Stations KDLT and KDLV-TV are addressing this issue through spots,

news stories and during phone calls from viewers. Station KEVN-TV plans to use print advertising, reminders during local news, and crawls to address antenna issues.

III. Signal Contour Issues

You asked a variety of questions concerning the differences between analog and digital signal coverage. NAB does not currently have detailed information concerning the universe of stations that will have digital signal coverage areas that are smaller than their analog signal coverage areas. NAB has, however, been in frequent communication with stations on the issue of changing signal contours. We have urged stations to communicate with their viewers about any changes to signal coverage, including the display of current and future coverage maps on station Web sites, discussing the issue in newscasts and other longer form communications with viewers. Additionally, NAB hosted a webinar with TV station general managers to raise awareness of the issue and recommend ways to educate viewers on the issue. Moreover, the www.antennaweb.org Web site cosponsored by NAB and CEA allows a viewer to identify both analog and digital stations that should be receivable at a particular location with a suitable antenna. If a station's analog channel is listed as available but its digital channel is not listed as available, this alerts a viewers that his/her household is in a location where the station's analog signal reception is acceptable but digital signal reception is not. Viewers also can call their local stations for advice on the predicted analog and digital coverage at the viewer's location.

We also understand that the FCC is in the process of analyzing the results of station filings on FCC Form 387, which will allow the FCC (and others, if data is made public) to ascertain the extent and nature of differences between stations' analog and digital coverage areas on a nationwide basis. NAB hopes that the FCC shares this information so that we can identify the most affected markets and work with stations in those markets to develop best practices and materials that will educate affected viewers and minimize service disruptions. Because this problem will affect a relatively small number of viewers, a blanket nationwide message could generate unnecessary confusion and anxiety among viewers who are not at all impacted by a change in their local station coverage areas.

Individual stations are of course aware of their specific circumstances and are taking multiple steps to ensure that consumers are aware of differences. Some of the steps being taken by individual stations are as follows:

1. **California:** The California Broadcasters Association reports that stations in large markets are using repeated market soft tests combined with phone banking to provide viewers with multiple opportunities to resolve reception issues. In more rural areas, stations are making plans to stagger their

conversion dates so viewers will have a transition time where they will be able to experiment with possible fixes while still maintaining access to programming. For example, some stations in the Chico-Redding DMA are turning off their analog in December, while others will wait until January or February.

Because of the difference in signal coverage areas, some stations are conducting individual soft tests to troubleshoot reception issues. For example, on Monday, November 17, 2008, Station KCRA-TV, Sacramento, Calif. conducted its third soft test with two others scheduled in the future. California Broadcasters Association staff and station engineers responded to viewer calls in connection with the soft test. Additionally, stations engineers are measuring and mapping potential reception problem spots so that information can be relayed to viewers.

2. **Georgia:** Station WGCL-TV, Atlanta, Ga., reports that its digital signal contour will be larger than its analog contour so the station expects more homes to receive its digital signal than were viewing its analog signal. Station WSST-TV, Cordele, Ga., reports the following as its plan of action on reception issues: (i) the station has a pending application before the FCC to raise its antenna height which will increase its digital coverage area; (ii) the station will coordinate with local retailers and antenna installers to be sure that viewers have the correct antennas; (iii) the station will establish and promote phone banks with a toll-free number where viewers can call and get local information; and (iv) calls will be addressed by technical staff who also will be available to provide direct assistance to seniors or others who face challenges. The station also reports that employees in remote areas can currently view its digital signal.
3. **Indiana:** Station WTIU, Bloomington, Ind., reports that its digital signal contour will be larger than its analog contour, so more homes should receive its digital signal than were viewing its analog signal.
4. **Minnesota:** As discussed above, during the Minnesota State Fair in August and September 2008, the MBA operated a booth to educate fairgoers on the DTV transition. At the fair, MBA utilized DTV station coverage maps to help visitors determine if they were likely to experience any difficulties receiving DTV signals and addressed viewer questions about potential reception issues.
5. **Missouri:** The Missouri Broadcasters Association reports that it is hosting a meeting on November 24, 2008 for all Kansas and western Missouri TV stations to address a variety of issues, including: (i) the use of coordinated statewide soft tests to identify and address potential reception problems; (ii) logistical issues of setting up phone banks; (iii) the potential use of distributed transmission systems to address reception issues in areas with extreme terrain,

large buildings, or columns of hot air; and (iv) the need to develop a “work around” for antennas that are not adequate to pick up certain stations.

6. **Ohio:** Although station WCMH-TV, Columbus, Ohio, is not reducing its coverage area in the transition from analog to digital, the station recognizes that certain viewers in adjacent DMAs on the fringe of its analog contour may not be able to view its over-the-air digital signal due to the cliff effect. Station personnel have responded to calls from distant viewers on this issue and they explain the cliff effect and give viewers suggestions for improving their over-the-air reception.
7. **Oregon:** Station KPDX reports that its digital signal contour will be larger than its analog contour, but observes that information about digital signal availability is being made available to the public via www.antennaweb.org and through spots about antennas.
8. **Pennsylvania:** The Pennsylvania Association of Broadcasters reports that stations with footprint loss are aware of the issue and are urging affected viewers to make antenna adjustments and/or improvements to address the change in coverage. As an example of steps stations are taking, the association cites the “signal strength zone map” available on the Web site of Station WHTM-TV, Harrisburg, Penn. The map, available at: <http://www.visithc.com/z/whtmtv.htm>, explains that “signal strength, and the equipment needed for successful reception of our over the air DTV channel may vary from location to location within zones in the map, due to variances in elevation and terrain. If reception is poor or intermittent with the equipment that is prescribed in your zone, you should be able to improve your results by moving up to the next level of equipment.” The Web site has a map depicting signal strength with color-coded zones indicating the type of antenna that will be needed for each geographic area.
9. **South Carolina:** Station WHNS, Greenville, S.C., reports that its digital signal contour will be larger than its analog contour so the station expects more homes to receive its digital signal than were viewing its analog signal. SCETV reports that its 11 stations have overlapping coverage areas. Each has applied for and been granted maximization of effective radiated power to the extent allowed by the actual transmitter power output capability and the antenna patterns and gain. In all cases, this is greater than the original FCC allocations. In all but two cases (WNTV-DT in Greenville and WHMC-DT in Conway), the same antenna is used for analog and digital operations with similar patterns. The result is that even though there may be small differences in SCETV's individual station coverage areas, the overall full state coverage is replicated. Station WYFF, Greenville, S.C., reports that it will have identical coverage post-

transition. Station WCBD-TV, Charleston, S.C., reports that it will lose about five percent of its analog household coverage in the transition to digital. However, the station will still cover all households in its DMA. The loss outside of its DMA represents households that are actually closer to NBC affiliates in adjacent markets (their home market). The station reports that its many analog shut-off tests will make viewers aware of the change in coverage and that it will run announcements on air and on its Web site showing the problem areas. Station WBTW, Florence, S.C., reports that its post-transition coverage will extend beyond its analog service area.

10. **South Dakota:** The South Dakota Broadcasters Association polled member stations. Responding stations KELO-TV, KCLO-TV, KPLO-TV, KDLO-TV, KOTA-TV, KHSD-TV, KDLT, KDLV-TV, and KEVN-TV all reported that their digital signal coverage areas would either remain the same or expand as compared to their analog signal coverage areas.

Another major initiative that will have a significant impact on viewer awareness and preparedness in all of the above areas is the use of weekly or daily news stories about the transition. Several stations across the country have committed to producing and airing regularly scheduled in-depth segments about the transition. For example, station WUSA, Washington, D.C., is airing a DTV segment every day in every news program until February 2009. Station WSET-TV, Lynchburg, Va., began a year-long series in February 2007 that includes a weekly DTV segment on every news program. Univision station KXLN-TV, Rosenberg, Texas, and Univision affiliate WFDC-TV, Arlington, Va., also feature weekly DTV segments called "Viernes Digital." Stations KTAB-TV, Abilene, Texas, and KMOV, St. Louis, Mo., each run weekly DTV segments. All of the stations have addressed antenna issues and also have either already addressed rescanning issues or have plans to do so before the transition.

Finally, earlier this month, the FCC reached out to NAB and the state broadcaster associations to coordinate DTV consumer education in the remaining 208 DMAs. Broadcasters look forward to working closely with the FCC and its DMA coordinators on the ground in each market to ensure that all viewers, particularly those at risk (low income, the elderly, those with disabilities, those living in rural areas and non-English speaking populations) are made fully aware about the DTV transition and can be assisted in the steps they need to take in these final critical weeks.

In sum, as this compilation demonstrates, broadcasters are using a variety of tools to help viewers who may be affected by the issues you raise. The efforts include both on-air and off-air activities and range from general messages in long and short forms to in-person interaction during local events and phone banks.

We appreciate your consideration of our efforts to educate America's viewers about these important issues.

Best wishes.

Sincerely,

A handwritten signature in black ink that reads "David K. Rehr". The signature is written in a cursive style with a large, prominent 'D' at the beginning.

David K. Rehr