

For Immediate Release

**NET Television's DTV Transition Will Occur Early
in Many Locations and Result in Some Service Interruptions**

LINCOLN, Neb. -- NET Television, Nebraska's statewide public television service, is alerting viewers that its upcoming digital transition will happen earlier than Feb. 17, 2009, in many locations in the state, and result in service interruptions of varying lengths.

Approximately 244,000 households in Nebraska receive their free, over-the-air television signal through a rooftop antenna or rabbit ears connected to an analog TV set. Many more Nebraskans -- even those with satellite or cable subscriptions -- have at least one analog television connected to an antenna.

All television stations are required by federal law to stop broadcasting in analog as of Feb. 17, 2009. Most, including NET Television, are already broadcasting in digital and will simply turn off the analog signal on that date. With nine transmitters and numerous translators throughout the state, NET Television faces a much more complicated task.

In order to meet the Feb. 2009 deadline, NET Television needs to begin work on its towers and transmitters in September of this year. The early start date became necessary to schedule tower crews and the trained technicians who can install and/or convert transmitters to digital. Because of the national deadline, these specialists are in great demand.

Work on the towers, transmitters and translators will affect over-the-air broadcasts only (most cable and satellite services will not be affected). In all cases, when service resumes after the digital transmitter installations and/or conversions are completed, only a digital signal will be broadcast and over-the-air viewers will need a digital TV or converter box to view NET Television. In six of NET Television's nine transmitter areas, this will happen prior to the February 2009 national deadline. The other three transmitters (KYNE/Omaha, KHNE/Hastings and KLNE/Lexington) will switch to broadcasting in digital only on Feb. 17, 2009, the national deadline.

NET Television has undertaken an extensive campaign to inform members and viewers of the changes that will take place. Targeted information for each transmitter area will be updated as the scheduled work draws closer. NET has established several avenues for individuals with questions or who need assistance. They can call 1-800-868-1868 for individual help or go to netNebraska.org/dtv for more information.

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NET Television's DTV Transition/add 1

NET Television is encouraging over-the-air viewers to make their digital transition early. All NET Television transmitters are already broadcasting a digital signal, as are almost all Nebraska television stations. Following the digital transition, when analog channels are shut off, many of NET Television's temporary digital channels will switch to a permanent digital signal at the channel designation previously used for the analog signal.

Alliance/KTNE-TV: Analog Ch. 13; temporary Digital Ch. 24; permanent Digital Ch. 13
Bassett/KMNE-TV: Analog Ch. 7; temporary Digital Ch. 15; permanent Digital Ch. 7
Lincoln/KUON-TV: Analog Ch. 12; temporary Digital Ch. 40; permanent Digital Ch. 12
Merriman/KRNE-TV: Analog Ch. 12; temporary Digital Ch. 17; permanent Digital Ch. 12
Norfolk/KXNE-TV: Analog Ch. 19; temporary Digital Ch. 16; permanent Digital Ch. 19
North Platte/KPNE-TV: Analog Ch. 9; temporary Digital Ch. 16; permanent Digital Ch. 9

For the remaining three transmitters, the digital channel is available now and will remain the same after the analog signal is turned off on Feb. 17, 2009:

Omaha/KYNE-TV: Analog Ch. 26; Digital Ch. 17
Hastings/KHNE-TV: Analog Ch. 29; Digital Ch. 28
Lexington/KLNE-TV: Analog Ch. 3; Digital Ch. 26

Public television viewers and NET Radio listeners in the Panhandle area will be the first affected by preliminary preparations prior to the digital transition work. Major antenna and tower work has been scheduled for KRNE/Merriman (analog channel 12) and KTNE/Alliance (analog channel 13) in September and early October.

NET had hoped to schedule this preliminary work at the same time as the transmitter conversion to reduce downtime, but national competition for tower crews made that impossible. Neither NET Television or NET Radio (KRNE 91.5 FM in Merriman and KTNE 91.1 FM in Alliance) will be able to provide over-the-air transmissions during tower work. NET Radio listeners with computers can listen live online at netNebraska.org/radio.

The first to be affected by the shutdowns will be viewers in the KRNE/Merriman transmitter area. The work is planned to begin Sept. 1 and be completed Sept. 19. KTNE/Alliance work is scheduled to begin Sept. 20 and be completed by Oct. 15. NET engineers caution that these dates are estimates that may be affected by weather conditions or other delays. NET Television analog and digital signals, as well as NET Radio, will return when the tower work is completed.

However, since analog television signals for the two transmitters are scheduled to shut off permanently on Oct. 14 for KRNE/Merriman and Oct. 21 for KTNE/Alliance, a significant delay in completing the work will effectively mean that the analog signal shut offs in Sept. will be the permanent shut-off for NET Television's analog signal in those areas. NET Television strongly encourages over-the-air viewers in these two transmitter areas to prepare for that contingency by acquiring and hooking-up analog-to-digital converter boxes or digital televisions in order to be prepared to receive a digital signal.

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The digital transmitter installations and/or conversions for the six affected transmitter areas will begin on Oct. 1. NET Radio will not be affected by this work, and NET Television's current, temporary digital channels should be available except for brief outages as required. Once the temporary digital channel shuts down, owners of converter-boxes or digital televisions will need to re-set their channels to establish the new digital channel designation.

KMNE/Bassett's analog channel 7 shuts off on Oct. 1. For approximately one week, only digital channel 15 will be available, except for brief outages. Once the transmitter work is completed (approximately Oct. 8), NET Television will return to channel 7 as a digital channel only and temporary digital channel 15 will shut down.

KPNE/North Platte's analog channel 9 is scheduled to close down on Oct. 7. For approximately one week, only digital channel 16 will be available, except for brief outages. Upon completion of the transmitter work (approximately Oct. 15), NET Television will return to channel 9 as a digital channel only and temporary digital channel 16 will cease broadcasting.

KRNE/Merriman will close down its analog channel 12 on Oct. 14. For approximately one week, only digital channel 17 will be available, with brief outages as noted above. At the end of that time (approximately Oct. 21), NET Television will return to broadcasting on channel 12 as a digital channel only and temporary digital channel 17 will close down.

KTNE/Alliance is scheduled to stop analog broadcasting on channel 13 on Oct. 21, also for approximately one week. Digital channel 24 will carry NET Television during that time, with some exceptions as required by transmitter work. Once that work is completed (on approximately Oct. 28), NET Television will return to channel 13 as a digital channel only and temporary channel 24 will shut down.

KUON/Lincoln will continue the pattern, closing down analog channel 12 on Oct. 28. During the transmitter work, estimated as one week in duration, NET Television broadcasts can be seen on digital channel 40 only, with some temporary outages possible. When NET Television returns it will be as a digital channel only on channel 12. Temporary channel 40 will cease at that time.

KXNE/Norfolk's analog channel 19 will shut off on Nov. 4, and will be down for an estimated two-to-three weeks, based on the greater complexity of converting that transmitter. During that time period, digital channel 16 will continue to carry NET Television programs, with brief outages as required. When that work is finished (on approximately Nov. 25), NET Television will return to channel 19 as a digital channel only and temporary channel 16 will shut down.

The same crew will be installing and/or converting the transmitters, so delays or faster-than-expected completion will affect the remainder of the schedule. In addition, if it is possible for the KRNE/Merriman and KTNE/Alliance transmitter work to be moved up to coincide with the tower work to reduce overall downtime, the current schedule would change significantly.

NET Television's DTV Transition/add 3

As noted previously, transmitters KYNE/Omaha, KHNE/Hastings and KLNE/Lexington will not have to shut down for transmitter installation or conversion. However, when each of the analog channels shut down on Feb. 17, 2009, broadcast operations will switch to the digital channel number previously assigned rather than using the previous analog channel number. That means that KYNE/Omaha will be seen only on digital channel 17, KHNE/Hastings will move to digital channel 28 and KLNE/Lexington will change permanently to digital channel 26.

"NET Television is aware that the early changeover may be confusing for viewers and that the digital transition alone is challenging," says NET Television General Manager Rod Bates.

"Viewers who currently get their television signal over-the-air on analog televisions must make changes in order to continue watching television. We hope that viewers will join us in making the transition early so they can continue to watch NET Television. All their favorite television stations are already broadcasting in digital so they won't miss out on anything. In fact, with NET Television, they'll get three channels rather than one."

The more efficient DTV process will allow NET to broadcast three digital channels in the same bandwidth previously used for a single analog program. In addition to NET1 (and NET-HD for those with high-definition televisions), digital viewers will also be able to receive NET2/PBS World, with live Unicameral coverage and other national and local news, public affairs, history and science programs, as well as NET3/Create, which features popular how-to, travel and lifestyle series.

One option for over-the-air viewers using analog televisions is to buy a set-top converter box that connects to an existing TV and antenna. For more information about all options, including converter boxes and the federal coupon program to defray costs, go to netNebraska.org/dtv or call the NET Call Center at 1-800-868-1868.

NET1, NET2, NET3 and NET-HD are part of NET Television. NET Television and NET Radio are services of NET. For complete program schedules, visit NET's Web site at netNebraska.org/. For DTV information go to netNebraska.org/dtv.