

DTV Student Outreach Guide to Implementation

Welcome, Community Organizers!

On February 17, 2009, all full-power television stations will cease broadcasting in analog and begin transmitting in digital format. All analog televisions that rely on free, over-the-air signals via “rabbit ears” and rooftop antennas will stop working. Your student members can make a difference by educating people in the community about the transition and actions they can take to continue watching television programming.

Interested in getting your group involved? Here is how:

- Familiarize yourself with background information about the DTV transition at:
<http://dtv.gov/whatisdtv.html>
- Learn how to install a converter box at:
<http://dtv.gov/community/p-materials.html#setup>
- Educate your student-members about DTV and the plan you develop to inform your community. Provide them with a set of helpful tips to aid them as they spread the word about the transition from analog to digital broadcasting.
<http://dtv.gov/community/p-studentguide.html>
- Choose one or more target audience(s) to educate and assist. This may include:
 - People in rural or tribal areas
 - Senior citizens
 - People with disabilities
 - Minorities
 - People who speak English as a second language
 - Low-income viewers
 - Family (especially grandparents)
 - Friends

Spreading the Word:

- Determine what DTV materials would most benefit your community and your audience.
- Print out materials here: <http://dtv.gov/community/p-materials.html>
- Many people will want to purchase a converter box for their analog televisions. The Federal government has a coupon program to help offset costs. Bring along several copies of coupon application forms, which can be handed out to interested individuals.
<http://dtv.gov/community/p-materials.html#coupons>
- Student-members can distribute flyers about DTV and converter box application forms at local public events or locations like:
 - Conventions
 - Festivals
 - Concerts
 - Local fairs

- Sporting events
- Churches
- Nursing homes
- Local businesses
- Malls

You can set up a table or booth, or have people hand out information.

Installing Converter Boxes

- Many people in your community may soon be purchasing converter boxes. One of the most important things your group can do is help people they know install them.
- Your group can also hold a converter box installation demonstration at a local mall, senior center or library.

More Ideas on How Your Group Can Help:

- Organize a recycling drive for discarded television sets to accommodate the anticipated increase in the number of such sets as a result of the DTV transition. For information about recycling televisions, visit the U.S. Environmental Protection Agency's DTV website at:
<http://www.epa.gov/eCycling/tv-convert.htm>
- Make a public service announcement at a local sporting event or fair.
- Create a local hotline where people can call with questions about the DTV transition.
- Spread information to friends through social networks or clubs.

Take an imaginative approach to developing your plan. You know your community better than we do, so get creative and feel free to use your own ideas. We are here to help!

Important Reminders:

- Contact any potential venues to obtain permission and space for your event.
- Arrange for the involvement of the appropriate number of student members and remind them of their commitment.
- Maintain contact with the venue to facilitate future events, and see if they would like to distribute left-over materials.

Thanks for helping your community! Remember to share the details of your event, so we can improve the project and promote ideas to other communities.

<http://dtv.gov/community/p-followup.html>