

Outreach Toolkit - Sample Radio Public Service Announcement Scripts

60 Seconds:

On February 17, 2009, **(September 8, 2008 for the Wilmington, North Carolina area)**, television will undergo the biggest change since color was introduced in the 1950s. That's the date on which analog broadcasting will end for full-power TV stations. Currently, most stations are broadcasting in two formats - digital and analog. Those of us with digital television sets are already enjoying the benefits of DTV. Those with the older analog sets are still getting programming as we always have. But that will change on September 8, 2008, when full-power stations will stop broadcasting in analog. After that date, they will only broadcast in digital, so you will have to make some changes if you watch free over-the-air TV broadcasts on an analog TV with an antenna.

That doesn't mean you need to get a new television set. Buying a digital TV is just one option. There are low-cost converter boxes to change the digital signal to one that your current analog set can receive. If you currently receive your programming through a satellite or cable provider, ask your provider what equipment you will need, if any, to continue receiving your signals through the transition. For more information on the digital television transition, including information on a government coupon program for converter boxes, go to www.dtv.gov/wilmington, or call 1-877-DTV-0908.

This message is brought to you by (local organization) and (station).

30 Seconds:

On February 17, 2009, **(September 8, 2008 for the Wilmington, North Carolina area)**, analog broadcasting will end for full-power TV stations. If you watch free over-the-air TV with a broadcast antenna and don't have a digital TV, you'll have to get a digital-to-analog converter box for your analog TV. For more information on the digital television transition, including information on a government coupon program for converter boxes, go to www.dtv.gov/wilmington, or call 1-877-DTV-0908.

This message is brought to you by (local organization) and (station).

15 Seconds:

On February 17, 2009, **(September 8, 2008 for the Wilmington, North Carolina area)**, analog broadcasting will end for full-power TV stations. This will affect you if you watch free over-the-air TV on an analog set with a broadcast antenna. For information on the digital television transition, go to www.dtv.gov/wilmington, or call 1-877-DTV-0908.

This message is brought to you by (local organization) and (station).

10 Seconds:

On February 17, 2009, **(September 8, 2008 for the Wilmington, North Carolina area)**, big changes are coming to the way we watch broadcast television. Make sure you're ready for the digital transition. For information, go to www.dtv.gov/wilmington, or call 1-877-DTV-0908.

This message is brought to you by (local organization) and (station).