



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

OFFICE OF
THE CHAIRMAN

Tom Wheeler
President Elect Obama's Transition Team
6th and E Streets NW
Washington, DC 20001

Dear Mr. Wheeler

Please see below my answers to your questions in your recent letter on the digital television transition.

Contour maps: We want to reiterate our continuing request for the contour maps that FCC has had prepared, showing contour changes that will be triggered by the DTV Transition in each market. This request includes all parameters on which those maps were based. Please identify any markets that appear particularly troublesome in terms of the reduction in coverage, or within markets where there are particularly troublesome coverage areas within the overall contour.

Additionally, assuming the coverage maps are based upon consumers utilizing outdoor antennas, please explain the additional signal strength needed to penetrate into typical homes and apartments, and whether there have been field measurements made to assess this additional attenuation. We would like to know whether the coverage maps have been generated to include interference internal to the DTV broadcast system. We understand that particularly in the Western US, there are extensive TV translator chains that extend coverage into rural areas. Please explain whether these translator networks are included in the coverage maps, how many households currently receive coverage via such translators, and whether the FCC or has any information on the extent to which these translator networks have been upgraded to handle digital signals.

If there are particularly troublesome coverage problems in some areas, we want to understand whether it has any sense of how long it might take to deploy on-channel digital repeaters or distributed transmitter systems to fill in critical gaps. It is our understanding that such systems have been deployed experimentally – including a system funded by an NTIA grant. Please detail whether the necessary equipment is readily available.

Finally, we understand that a number of consumers will need to either adjust their antennas (including roof-top maintenance), or will need to purchase a new antenna. We would want to know how many consumers they anticipate facing this issue, and whether there will likely be an adequate supply of antennas in retail inventory, as well as trained, qualified local antenna adjustment service providers. Please highlight any additional affordable support needed in this area for particularly vulnerable populations, including the elderly, disabled, and rural consumers.

Answer: The DTV transition is the result of a complex planning process that began more than 10 years ago. Although the Commission tried to maximize the ability of

TV stations to replicate their analog coverage area as closely as possible, TV stations were not required to do so. Indeed, it has always been recognized that some stations and viewers would experience changes in their coverage as a result of the nationwide transition.

As early as 1997, in adopting the initial DTV Table of Allotments, the Commission observed that not all stations would replicate their existing coverage area. In fact, the Commission observed that 93 percent of all stations received a channel that provided at least 95 percent service area replication.¹

Similarly, in 2001, the Commission noted in the First DTV Periodic Review of the DTV transition that, "...each DTV channel allotment was chosen to best allow its DTV service to match the Grade B service contour of the [analog] station with which it was paired."² The Commission concluded: "After considering the comments, and balancing the arguments for and against, we have decided not to require replication. . . . To require NTSC service replication by DTV stations under these circumstances would indeed be premature, would cause excessive additional expense to both commercial and noncommercial broadcasters alike, and could delay the transition."³

The Commission released the contour maps on December 23 in two reports. The first report provides maps showing the analog and digital coverage areas for each of the 1749 full-power TV stations in the United States. The vast majority of TV stations (1553) throughout the country will experience an overall net gain in the population that can receive their signals. The second report contains maps and other information for the 319 stations where more than two percent of the population currently covered by their analog service will not be covered by their digital service. Even for the 319 stations, the great majority of stations will be serving a greater number of new viewers than the number of viewers lost. The population losses shown on the maps actually overstate the loss as it includes people who currently receive TV broadcasting service via cable or satellite, which accounts for about 85 percent of all viewers (*i.e.*, only a small fraction of the viewers counted actually rely exclusively on over-the-air signals for television reception) and include people who may be receiving service from TV translators. It is also important to note that in all of these circumstances the community of license remains covered and it is predominantly viewers who live outside the actual community of license (in some cases in neighboring communities) who may lose coverage. Attached is the News Release describing the maps and the reports. All this information is available on the FCC's website at <http://www.fcc.gov/dtv/markets/> and <http://www.fcc.gov/dtv/markets/report2.html>.

The maps were based on standard methodology detailed in OET Bulletin 69, *Longley-Rice Methodology for Evaluating TV Coverage and Interference*. We note that, as a

¹ *Sixth Report and Order*, MM Docket No. 87-268, 12 FCC Rcd 14588 at ¶ 78 (1997). In addition, the DTV Table of Allotments in Appendix B of the subsequent Memorandum Opinion and Order on Reconsideration of the Sixth Report and Order showed that the difference in the match between the analog and digital service areas of many stations was 2% or more.

² *First DTV Periodic Report and Order*, released January 19, 2001, 16 FCC Rcd 5946 at ¶ 18.

³ *Id.*

general matter, antennas that currently receive both VHF and UHF signals should be able to receive digital signals. In the past, the Commission has never predicted analog coverage areas based on use of an indoor antenna, and there are so many variables involved that any prediction of coverage using an indoor antenna would be unreliable. For example, the characteristics of indoor antennas vary widely and the specific location of the antenna - such as its placement and proximity within a room - can yield profoundly different results. The National Association of Broadcasters and the Consumer Electronics Association have developed a web site www.antennaweb.org to provide guidance to consumers on the antennas appropriate for their location.

By way of background, the Commission originally created the television translator service to bring television service to areas where direct reception of full-power broadcast stations is unsatisfactory because of distance or intervening terrain obstructions. Although translators are not limited to operation within the contour of the station they rebroadcast, they are typically used to provide "fill-in" service to terrain-obstructed areas within a full-power station's service area. There are over 4000 translators and more than 2000 low power TV stations, many of which translate full power stations' signals today. Translator networks were not included in the contour maps as translators are not currently required to convert to digital.

The Commission has taken and continues to take action to make every resource available for broadcasters to mitigate any lost service to consumers. For example, to assist full power broadcasters in serving more of their current analog viewers after the DTV transition, the Commission proposed creation of a new "replacement" digital television translator service to permit full-service television stations to continue to provide service to viewers who have lost service as a result of those stations' digital transition. To hasten the availability of these replacement translators, the Commission announced interim filing procedures to begin acceptance of applications for replacement translators and the authorization of temporary facilities during the pendency of the rulemaking proceeding. Specifically, broadcasters may apply for special temporary authority to use translators during the pendency of the rulemaking. To date, we have received two DTV replacement applications: from KSYS, Medford, Oregon and KRMA-TV, Denver, Colorado.

The Commission also provided another tool to enhance the ability of stations to serve more of their viewers within their service areas. Specifically, we adopted rules for the use of distributed transmission system ("DTS") technologies in the digital television ("DTV") service. DTS will provide broadcasters with an important tool for providing optimum signal coverage for their viewers. Importantly, DTS is a useful tool for stations to address potential loss of service to existing analog viewers resulting from changes to the station's service area in the transition to digital service.

At present, one station, WTVE in Reading, PA is operating a DTS system. In addition, the Commission has approved the use of a multiple DTV transmitter system using multiple channels under an experimental authorization (WPSU in Clearfield, PA). We also note that TV station WSTE in Ponce, PR, which currently operates an integrated system of synchronous boosters to broadcast its analog signal throughout its coverage

area, will be allowed to convert its current system to a digital network comparable to DTS. We are unaware of any problems regarding equipment availability.

Call center capacity: We now understand from Chairman Martin that it is the FCC's plan to spend \$7 million to pay 1200 agents to answer approximately 220,000 calls following the DTV Transition. As you know, the FCC's own estimates based on projections on the Wilmington Sept. 2008 conversion are for 1 to 1.3 million calls to be placed by consumers following the Transition. We look forward to working with you and with Chairman Martin to address the significant shortfall in call center capacity that we now understand to exist.

We understand that both the National Association of Broadcasters and cable operators also plan to offer call centers for customer service questions. We hope to work together in the next few weeks to help create a well-coordinated public private partnership to address the call center issues. We also need to know and understand the plans FCC and NTIA have to coordinate the call center support of the broadcasters, state broadcasting associations, and other consumer and community groups. Please include specific levels of total volume capacity, in terms of how many consumers will have access to each of the following support options: automated, live over-the-phone, or door-to-door support with box installation. Also, please explain the approach to coordinate call routing to proper authorities or resources depending on consumer need issues.

Answer: As you know, I have had joint meetings with President Elect Obama's transition team, broadcasters, state broadcasting associations, networks, and other groups to discuss their plans for call centers. I have encouraged these groups to try to work on an integrated approach on the call centers to help us answer calls.

For its part, the Commission has recently taken steps to maximize its call center capability. First, the Commission now has in place more than 150 call center staff. The Commission has also invested more than \$1 million in equipment and software upgrades for the Commission's call center.

In addition, on January 16 the Commission selected IBM to provide unprecedented call center support to assist viewers with the digital television transition. The award is worth up to \$12 million and will allow the Commission to handle up to two million agent-assisted calls during the week of the DTV transition, including up to 400,000 agent-assisted calls the day after the transition. See attached News Release announcing the selection.

As you may know, the Commission also announced completion of a procurement for grassroots outreach to 12 organizations, worth up to \$8.4 million. These organizations will offer door-to-door support with converter box installation, particularly for at-risk populations. The precise number of consumers who will receive the assistance is difficult to predict. See the attached News Release announcing selection of grassroots vendors.

We are happy to continue working with you on this issue and any thing else the Commission may to do assist consumers during the transition.

Standard information sharing: Given the complexity of installation issues consumers are likely to face, and the range of organizations offering some type of call center support services, a level of standardization and quality control is obviously desirable across all participating efforts. Please explain what bodies are responsible for continuing to develop the scripts for the call takers, and share copies of the existing scripts or “flow diagrams”. In addition, please explain how the scripts will be systematically revised for addressing more complex situations (e.g., where someone needs to go from an indoor antenna to an attic or outdoor antenna).

Answer: The Commission’s Consumer and Governmental Affairs Bureau (CGB) develops scripts to address a broad array of DTV-related questions. CGB regularly updates scripts, with input from other bureaus and offices, to address emerging issues, such as antenna problems. Attached are the DTV-related scripts. If you have any changes to these scripts, please let us know.

Converter box issues: We understand that NTIA has ensured some level of standardization in the instructions included in the actual boxes. Please verify what percent of boxes have indeed included these standard, complete, easy-to-understand instructions for installation (and other on-line and/or print methods to access this information), and what the process is for consumers who still have technical malfunction issues with their boxes (e.g. return/replacement guarantee policy). Please explain whether consumers have disproportionately experienced difficulties with certain converter box models, including re-scanning.

Answer: Not applicable.

Specific consumer understanding of DTV transition timing and options: More broadly, we are concerned that we may not know what levels of awareness of necessary actions exist among consumers. Are consumers aware of the specific steps they need to take to prepare? Does awareness/knowledge differ particularly among vulnerable populations, including non-English speaking, disabled, rural, minority, and/or elderly populations? Please describe what communications initiatives will be implemented in the next 30 days by FCC or NTIA to move the messaging from awareness to specific preparation.

Answer: The Commission has been working to ensure that no viewers are left in the cold once broadcasters cease broadcasting in analog. Thus, the Commission’s outreach effort places an emphasis on consumers who receive their television signals “over-the-air” and on those who are hard to reach and may be unaware of the upcoming transition. The Commission has engaged in targeted measures to reach these groups, which include senior citizens; non-English speaking and minority communities; people with disabilities; low-income individuals; and people living in rural and tribal areas.

The consumer outreach and education activities that the Commission and other industry members have undertaken appear to have been effective. The National Association of Broadcasters (NAB) reported in October 2008 that the national awareness level is at 92 percent. This is up from 79 percent in January 2008. And recent NAB polling also

indicates that minorities are increasingly aware of the upcoming transition. Specifically, NAB's October poll shows significant increases in awareness among Hispanics and African-Americans. Specifically, NAB reported that 92 percent of Hispanic respondents were aware that broadcast television signals will be switching to an all-digital format, a four-point jump since NAB's May survey. This number equals the national awareness level. The poll also found that African-American awareness of the DTV transition is at 86 percent. See "Poll Shows High Awareness of Digital TV Switch Among Minority Groups," NAB, October 23, 2008.

With respect to the Commission's planned initiatives during the next 30 days to continue promoting awareness of the upcoming transition, I am attaching a list of the activities we have planned throughout the country. As you may be aware, we have divided the country into six regions (based on the Nielsen-defined regions) and established "Regional Supervisors" for each region. These supervisors are dedicated to managing the DTV outreach and education activities of the over 200 Commission employees engaged in outreach efforts. In particular, our efforts are focused on the 82 markets with the highest over-the-air populations. In these and other markets, the Commission is actively partnering with local government (e.g., libraries, senior centers, social services, school districts); local broadcasters; community and grassroots organizations; charitable organizations; faith-based organizations; professional, semi-professional and collegiate sports teams; and other community and regional stakeholders to educate consumers about the transition, and specifically, how to order converter box coupons and install converter boxes.

Coupon Program 'shortfall': IBM has projected that including expired coupons that will be re-issued, while 22.7 million coupons are likely to be requested, only 12.8 million will be able to be issued, leading to unmet demand of 9.9 million coupons. Furthermore, it anticipated that it will start pending coupons) placing request on waiting lists) in early-to-mid January, and will reach a maximum queue and start rejecting coupons by end of January given current funding levels. Please specify when exactly the NTIA anticipates hitting these maximums, and describe the contingency plan to manage these 'pending' and 'rejection' processes, including how the NTIA plans to conduct outreach and to communicate the shortage situation to consumers, Congress, and other relevant stakeholders.

Answer: Not applicable.

Potential for Anti-Deficiency exemption: Is the Administration considering any modification to the current interpretation of the Anti-Deficiency Act, regarding the NTIA Coupon program that will allow the agency to disburse coupons at a level that exceeds its obligation total based on the historic redemption rate? Please identify how many coupons will likely go unspent if this exemption is maintained. However, if this restriction were exempted, please anticipate how many more coupons could be issued and redeemed, assuming the most recent redemption rate.

Answer: Not applicable.

Potential for additional funding appropriations: Even with the ADA exemption, it is highly possible that NTIA will still have a funding shortfall. Please highlight the

supplemental amount of funding, both for coupons and administrative expenses that would be needed to adequately meet demand.

Answer: Not applicable.

Bulk rate coupon delivery: Many have recommended moving to first class postal delivery to eliminate most of the lost coupons and the expedite delivery as the time of the conversion nears. Is a shift to first class postal delivery under consideration? Please estimate how much shipping cost will increase, by how much average delivery time will be shortened, and how many fewer coupons will be lost.

Answer: Not applicable.

Coupon processing and shipping lag time: IBM has acknowledged that current coupon processing and shipping time could take as long as 3-5 weeks, which will become problematic as the transition date approaches. Furthermore, the surge in coupon requests will only further drain and potentially overwhelm IBM capacity. Please describe the latest estimate in processing and shipping lag time for coupons during the peak periods of December through February. While identifying the incremental cost implications, please estimate how this timing might be expedited by 'front-loading' card production anticipating demand levels, other process streamlining in issuing (and re-issuing expired) coupons.

Answer: Not applicable.

Grassroots grants: What is the total amount allocated to consumer groups by the federal government for private and public partnerships, including NTIA grants to the Leadership Conference on Civil Rights Educational Fund and National Association of Area Agencies on Aging or any other group? Please explain whether all the available funds been expended.

Answer: As you may know, the Commission announced completion of a procurement for grassroots outreach to 12 organizations, worth up to \$8.4 million. See the attached News Release announcing selection of grassroots organizations. The \$8.4 million for grassroots organizations as well as the \$12 million to be spent on the call center come from the \$20 million that Congress gave the Commission for DTV in its Fiscal Year 2009 Continuing Resolution.

Lessons from Wilmington conversion: Many parties assert that the Wilmington DTV switchover went smoothly in part due to the specific efforts made on consumer education, call center support industry coordination and consumer grassroots outreach leading up to the conversion. Public private partnerships and early preparation for the conversion proved to be helpful in building awareness and assisting in installation. In particular, we would be grateful for any analysis as to the aspects of this outreach that were most successful, and those that FCC has not continued to utilize. Specifically, please explain the FCC's coordination with industry, local social service agencies (e.g. fire departments, libraries, etc), and detail plans regarding staffing levels, location coverage, training, etc. Scaling predictions and plans would be very useful to us.

Answer: The Wilmington switchover was critically important because it enabled us to learn what was effective in informing and preparing viewers and broadcasters for the transition. It also helped us identify what outreach and technical challenges needed to be addressed in the months ahead. We have endeavored to take the lessons learned from the Wilmington experience and apply them across the country. First, the FCC learned how important it is to work with grassroots organizations, like local fire departments and churches to assist us in reaching hard to reach groups like seniors. In Wilmington the Commission engaged one or two of these groups in each county to assist individuals through the installation and/or coupon application process. We have aimed to cultivate similar community leaders in other areas throughout the country. It was our partnerships, particularly with grassroots organizations, that enabled us to contact the “at risk” groups – senior citizens; non-English speaking and minority communities; people with disabilities; low-income individuals; and people living in rural and tribal areas.

One of the invaluable lessons we have learned from Wilmington is that DTV outreach success depends on the commitment of the local community, including local industry, governmental and nongovernmental organizations. Community stakeholders must take a leadership role for such large-scale messaging to take effect, and tapping into existing grassroots networks is critical. We have adopted the grassroots model nationwide, as we recently completed a procurement for grassroots outreach to 12 organizations, worth up to \$8.4 million. See the attached News Release announcing selection of grassroots vendors.

Second, the FCC learned the importance of emergency preparedness during hurricanes. At the time we began outreach in Wilmington there were no battery operated converter boxes available. So the broadcasters and citizens down in Wilmington were able to work with one converter box manufacturer, Winegard, to introduce a DTV converter box battery pack specifically designed to allow its converter boxes to work in power outages.

Third, we learned that the use of soft tests or temporary turnoffs of analog signals to determine whether consumers are ready for the transition are important, and that the test must be for a longer period of time. In Wilmington, the broadcasters conducted a one minute and five minute test, and determined that the longer test was necessary for consumers to write down the phone number and information listed on the screen and check all the televisions in their home to see if they are prepared. Since Wilmington there have been a multitude of soft tests in individual markets around the country, as well as two national soft tests coordinated by the Commission.

Finally, the Wilmington experience gave us additional insight into the technical challenges that would need to be resolved. Some of the technical challenges were easy to resolve and others were not. For example, many of the calls we received to our helpline were about converter box problems. Oftentimes, the solutions were often relatively simple - consumers just needed to re-scan the channels or properly hook up their converter box. Understanding that this was a challenge for some consumers allowed us to better focus our messaging and consumer education tools. We have incorporated into our consumer education efforts specific instructions about how to effectively hook-up and re-scan converter boxes.

This experience also highlighted the issue that some stations will be changing their coverage area when they convert to digital. The Commission worked with a contractor to help us prepare two reports that show changes in the coverage of the nation's full-power television stations as they prepare to transition to digital. We initiated this side-by-side comparison to proactively identify the changes associated with the switch to digital broadcasting by television stations and share the information with viewers throughout the country. The reports have been made public, and are described above in answer to the first question.

In addition, as described earlier, the Commission has taken and continues to take action to make every resource available for broadcasters to mitigate any lost service to consumers. Stations that are predicted to lose viewers have several options for restoring service, including use of so-called "translators" (including on-channel Distributed Transmission Systems (DTS) or "fill-in" stations that operate on a different channel); use of another station's sub-channel to be transmitted via multicasting; maximizing the station's power; changing the station's channel; or changing the antenna pattern.

Last month, the Commission released a Notice of Proposed Rulemaking that would create a new "replacement" digital television translator service to permit full-service television stations to continue to provide service to loss areas that have occurred as a result of their digital transition. This initiative would also allow broadcasters to apply for special temporary authority to use such translators while the rulemaking is pending.

Sincerely,



Kevin J. Martin

Attachments:

- Attachment 1: *FCC Reports Show Analog and Digital Coverage of TV Stations*
- Attachment 2: *FCC Announces Selection of 12 Grassroots Groups for DTV Outreach Valued at \$8.4 Million*
- Attachment 3: *FCC Announces \$12 Million Call Center Contract to Assist DTV Call Center Capability*
- Attachment 4: *FCC's DTV-related Call Center Scripts*
- Attachment 5: *FCC's Planned Initiatives in the next 30 days*



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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

FOR IMMEDIATE RELEASE:
December 23, 2008

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FCC REPORTS SHOW ANALOG AND DIGITAL COVERAGE OF TV STATIONS

Washington, D.C. – The Federal Communications Commission (FCC) today released two reports that show changes in the coverage of the nation’s full-power television (TV) stations as they prepare to transition from analog to digital broadcasting on February 17, 2009. The FCC initiated this side-by-side comparison to proactively identify the changes associated with the switch to digital broadcasting by TV stations and share the information with viewers throughout the country.

FCC Chairman Kevin Martin said, “These reports provide information about changes in coverage of each station as they transition from analog to digital service. These changes in coverage are the result of decisions extending back more than 10 years. In most cases, changes in coverage are due to choices made by broadcasters.”

“It is critical that broadcasters use the information in these reports to inform their viewers about how changes in their coverage may affect them,” stated Chairman Martin. “We expect broadcasters to make this information readily available and include it in all of their DTV educational materials.”

The DTV transition is the result of a complex planning process that began more than 10 years ago. Although the Commission tried to maximize the ability of TV stations to replicate their analog coverage area as closely as possible, TV stations were not required to do so. Indeed, it has always been recognized that some stations and viewers would experience changes in their coverage as a result of the nationwide transition.

As early as 1997, in adopting the initial DTV Table of Allotments, the Commission observed that not all stations would replicate their existing coverage area. In fact, the Commission observed that 93 percent of all stations received a channel that provided at least 95 percent service area replication.¹

¹ *Sixth Report and Order*, MM Docket No. 87-268, 12 FCC Rcd 14588 at ¶ 78 (1997). In addition, the DTV Table of Allotments in Appendix B of the subsequent Memorandum Opinion and Order on Reconsideration of the Sixth Report and Order showed that the difference in the match between the analog and digital service areas of many stations was 2% or more.

Similarly, in 2001, the Commission noted in the First DTV Periodic Review of the DTV transition that, "...each DTV channel allotment was chosen to best allow its DTV service to match the Grade B service contour of the [analog] station with which it was paired."² The Commission concluded: "After considering the comments, and balancing the arguments for and against, we have decided not to require replication. . . . To require NTSC service replication by DTV stations under these circumstances would indeed be premature, would cause excessive additional expense to both commercial and noncommercial broadcasters alike, and could delay the transition."³

The first report provides maps showing the analog and digital coverage areas for each of the 1749 full-power TV stations in the United States. The vast majority of TV stations throughout the country will experience a significant increase in the population that can receive their signals. Some stations, however, are expected to experience some losses in the population that will be served by digital service as compared to their existing analog service.

The first report found that approximately 89 percent of stations (1,553 stations) will experience an overall net gain in the population that can receive their signals. Approximately 11 percent of stations (196 stations) will have an overall net loss in television viewers. The first report includes a separate map showing the predicted coverage areas for every station and shows the areas of gain or loss.

The second report contains maps and other information for the 319 stations where more than two percent of the population covered by their analog service will not be covered by their digital service. The population losses shown on the maps actually overstate the loss as it includes people who currently receive TV broadcasting service via cable or satellite, which accounts for about 85 percent of all viewers (*i.e.*, only a small fraction of the viewers counted actually rely exclusively on over-the-air signals for television reception) and include people who may be receiving service from TV translators. It is also important to note that in all of these circumstances the community of license remains covered and it is predominantly viewers who live outside the actual community of license (in some cases in neighboring communities) who may lose coverage.

The second report includes two maps and two associated population lists for each station. The first map shows the station's predicted population coverage gains and losses due to a change in the service area. The maps illustrate situations in which the station has shifted its coverage, either by a change in the transmitter location, antenna pattern, power, or some combination of these factors. Approximately 11 percent (or 196) stations are predicted to experience some existing population coverage loss of two percent or more as a result of changes in their service area.

The second map shows the station's complete coverage gains and losses, including losses inside the service area due to the digital "cliff effect". The digital cliff effect occurs where a station's signal is predicted not to be strong enough for reception due to various technical factors associated with the DTV transition. An additional seven percent (or 123) stations are predicted to experience some existing population coverage loss of two percent when including both losses due to changes in coverage and as a result of technical differences in their digital signal (digital cliff effect).

² *First DTV Periodic Report and Order*, released January 19, 2001, 16 FCC Rcd 5946 at ¶ 18.

³ *Id.*

The Commission has taken and continues to take action to make every resource available for broadcasters to mitigate any lost service to consumers. Stations that are predicted to lose viewers have several options for restoring service, including use of so-called “translators” (including on-channel Distributed Transmission Systems (DTS) or “fill-in” stations that operate on a different channel); use of another station’s sub-channel to be transmitted via multicasting; maximizing the station’s power; changing the station’s channel; or changing the antenna pattern.

Today the Commission released a Notice of Proposed Rulemaking that would create a new “replacement” digital television translator service to permit full-service television stations to continue to provide service to loss areas that have occurred as a result of their digital transition. This initiative would also allow broadcasters to apply for special temporary authority to use such translators while the rulemaking is pending.

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See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE:

January 6, 2009

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FCC Announces Selection of 12 Grassroots Groups for DTV Outreach Valued at \$8.4 Million

Focus is Reaching Seniors, People with Disabilities and Spanish-speaking households in Areas with Highest Over the Air Populations

Washington, DC – The Federal Communications Commission (FCC) today announced it has selected 12 grassroots organizations and local agencies to help over the air viewers prepare for the digital transition. Today's selections are worth up to \$8.4 million and are the culmination of a full and open procurement process.

The Commission sought proposals to conduct outreach in all parts of the country, with a particular focus on the 82 markets with the highest over the air television populations. In particular, the FCC selected organizations dedicated to serving across the country populations most at risk in the digital transition including senior citizens, people with disabilities and Spanish-speaking households. Specifically, the FCC sought the assistance of local, regional and national organizations with converter box procurement and installation, establishment and staffing of local call centers, educating consumers about the transition and other local grass roots efforts.

Last September, as part of the Continuing Resolution for Fiscal Year 2009, Congress appropriated \$20 million to the FCC to help fund its digital television outreach efforts. On September 15, the FCC initiated a broad public request for proposals to conduct community-based grassroots outreach work for the digital television transition.

Following federal procurement practices, the Commission conducted a full and open competition. The FCC made its requirements public and sent copies of the procurement documents to dozens of organizations, who could potentially assist over the air viewers in getting ready for the digital television transition. In addition, the Commission's Consumer Advisory Committee worked to ensure that all of the potentially impacted communities were aware of the request for proposals.

Below is a description of the vendors selected, the outreach the group will perform, and their award amounts.

Nationwide Plans

AARP is a national nonprofit service organization that will assist senior citizens across the entire United States with the DTV transition by using its existing sophisticated telephone service center to provide help to seniors with questions about the transition. The organization will train its existing help center staff to answer questions, provide information and telephone-based technical help to seniors who need assistance with setting up their converter boxes and antennas. AARP will publicize the availability of its help centers in its publications and newsletters targeted to seniors. Awarded : \$2,719,947.

Communication Service for the Deaf (CSD) is a national nonprofit service organization that will assist disabled citizens (specifically, deaf and hard of hearing Americans) by providing assistance and information on how to obtain and install DTV converter boxes, how to make use of DTV closed captioning services, and other related technical questions relating to the DTV transition. This organization will create a national telephone/TTY help center for deaf / hard of hearing consumers. CSD will also work with other national service organizations serving the deaf and hard-of- hearing communities to provide information about the DTV transition to these consumers. Awarded: \$1,117,441.

Hispanic Information and Telecommunication Network (HITN) will assist the Hispanic population nationwide with procuring and installing converter boxes, partner with local community organizations to establish walk-in help centers within the 20 U.S. television markets with the highest Hispanic population, and conduct outreach. It will also continue to provide assistance after the transition through March 31, 2009 and will promote the availability of converter box assistance on television and in newspapers.

HITN will provide free installations of converter boxes and emphasize need for Hispanics in U.S./Mexican border states to get converter boxes with analog pass-through so they can continue to see both analog signals from Mexico and DTV from U.S. This will help people who may need to get new antennas, help those who haven't yet obtained converter boxes or who have trouble with installation. HITN has already conducted a field trial. Awarded : \$750,281.

State / Local / Regional Plans

PinTech Corporation is a private corporation that will offer consumer assistance to seniors, low income, disabled and non-English speaking and minority communities in a four-state region, Virginia, West Virginia, North Carolina, and South Carolina. This company will work with volunteers from state and local service organizations to assist consumers with information about the DTV conversion. In addition, this company will also provide a telephone DTV help center in each state to help citizens install their DTV converter boxes and will dispatch technicians to make on-site visits to assist customers whose problems cannot be solved over the phone. Awarded: \$ 2,839,783.

The Mayor's Commission on Technology is a local government agency serving Philadelphia, Pennsylvania. It will help residents procure converter boxes by coordinating free installations via the city's 311 hotline. This organization will also create a local walk-in help centers and

partner with local television stations to create local call-in centers. This organization will expand its DTV outreach efforts through e-mail blasts, town halls, and media interviews. It will provide assistance through March 13, 2009. It has already reached 25% of Philadelphia residents through its DTV outreach initiative. Awarded: \$166,244.

WXXI Public Broadcasting is a public broadcasting organization serving the greater Rochester, New York area, a rural region that includes many over-the-air television households. This organization will reach out to seniors, citizens in rural areas, disabled citizens, and minority communities in the area by conducting public educational outreach seminars about the DTV conversion and providing a toll-free telephone help center for consumers with additional questions. For elderly and disabled consumers who experience problems that cannot be solved over the phone, this organization will also send qualified professional technicians and the organization's own staff members in teams to make in-home visits to install converter boxes. Awarded: \$202,498.

VN TeamWork, Inc. is a local non-profit, community-based organization serving Southwest Houston and the Greater Houston area of Texas. In particular, it will target low-income, non-English speaking Asian Americans. It will help residents install converter boxes. This organization will also create a local walk-in help center and call-in center. In addition, this organization will publicize the DTV transition through radio announcements and the distribution of language-appropriate literature. It will continue providing assistance after the transition. Awarded: \$45,798.

Iowa Public Broadcasting Board is a state public broadcasting organization serving the state of Iowa. This organization will conduct a statewide education campaign to provide Iowans with information about the DTV conversion and how to prepare for it. In addition, this organization will also establish a telephone help center targeting seniors, citizens living in rural areas of the state, and low-income families and individuals in Iowa who need assistance making the transition to digital. The help center will answer consumer questions and provide technical troubleshooting advice over the phone, both before and in the days immediately following the February 17th transition date. Awarded: \$223,516.

Idaho Public Television is a state public broadcasting organization serving the state of Idaho. This organization will provide a statewide toll-free help line for citizens of Idaho (a rural state with a high percentage of viewers receiving television over the air) to answer consumer questions about the DTV transition. In addition, this organization's engineering staff will be available to assist consumers with technical troubleshooting issues by phone and email. Awarded: \$35,168.

Wisconsin Public Television is a state public broadcasting organization operated by a major state university system. This organization will provide statewide community outreach events for citizens throughout Wisconsin such as informational Q&A presentations about the DTV transition and will work with state and local service organizations to reach out to citizens looking

for help with installing and using their converter boxes. The organization will also provide a telephone help line to answer consumer questions about DTV and troubleshoot converter installation issues. This organization will specifically target hard to reach rural and minority populations (such as Hispanics and Hmong immigrant communities) in Wisconsin. Awarded: \$94,613.

Ohio State University / WOSU Public Media is a television organization serving the Columbus, Ohio television market, covering 55 counties in Ohio, Kentucky, and West Virginia. It will help residents procure converter boxes by coordinating free installations with local partner agencies. This organization will also create a local call-in and walk-in help center, and publicize the digital transition through live call-in shows on radio and television, as well as distributing printed materials through local libraries and partner organizations. It has already addressed 50 community groups about the transition and collected 2,300 coupons as of Oct. 2008 to donate to residents. Awarded: \$196,500.

Knox County CAC is a local non-profit agency serving Knox County, Tennessee, including Knoxville, Tennessee. It will help residents procure converter boxes by coordinating volunteers to accompany residents to stores or buying boxes on behalf of target groups, including seniors, people with disabilities, non-English speakers, and other minority groups. This organization will also create a local walk-in help center and call-in center. This organization will partner with local organizations including Meals on Wheels and Head Start, and the local Office on Aging to publicize the transition by distributing printed DTV materials. Awarded: \$36,241.

The total amount of the combined awards is \$8,428,031.

-FCC-

News about the Federal Communications Commission can also be found
on the Commission's web site www.fcc.gov.



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE:
January 16, 2009

NEWS MEDIA CONTACT:
Mary Diamond (202) 418-2388
Email: mary.diamond@fcc.gov

FCC Announces \$12 Million Call Center Contract to Assist DTV Call Center Capability

Washington, DC – The Federal Communications Commission (FCC) today announced it has selected IBM to provide unprecedented call center support to assist viewers with the digital television transition set to occur on February 17, 2009. Today's award is worth up to \$12 million and will allow the Commission to handle up to two million agent-assisted calls during the week of the DTV transition, including up to 400,000 agent-assisted calls the day after the transition.

Last September, as part of the Continuing Resolution for Fiscal Year 2009, Congress appropriated \$20 million to the FCC to help fund its digital television outreach efforts. On December 24, 2008, the FCC initiated a broad public request for proposals to provide call center support for the DTV transition. Today's announcement is the culmination of that full and open procurement process.

-FCC-

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

FOR IMMEDIATE RELEASE:
December 23, 2008

NEWS MEDIA CONTACT:
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FCC REPORTS SHOW ANALOG AND DIGITAL COVERAGE OF TV STATIONS

Washington, D.C. – The Federal Communications Commission (FCC) today released two reports that show changes in the coverage of the nation’s full-power television (TV) stations as they prepare to transition from analog to digital broadcasting on February 17, 2009. The FCC initiated this side-by-side comparison to proactively identify the changes associated with the switch to digital broadcasting by TV stations and share the information with viewers throughout the country.

FCC Chairman Kevin Martin said, “These reports provide information about changes in coverage of each station as they transition from analog to digital service. These changes in coverage are the result of decisions extending back more than 10 years. In most cases, changes in coverage are due to choices made by broadcasters.”

“It is critical that broadcasters use the information in these reports to inform their viewers about how changes in their coverage may affect them,” stated Chairman Martin. “We expect broadcasters to make this information readily available and include it in all of their DTV educational materials.”

The DTV transition is the result of a complex planning process that began more than 10 years ago. Although the Commission tried to maximize the ability of TV stations to replicate their analog coverage area as closely as possible, TV stations were not required to do so. Indeed, it has always been recognized that some stations and viewers would experience changes in their coverage as a result of the nationwide transition.

As early as 1997, in adopting the initial DTV Table of Allotments, the Commission observed that not all stations would replicate their existing coverage area. In fact, the Commission observed that 93 percent of all stations received a channel that provided at least 95 percent service area replication.¹

¹ *Sixth Report and Order*, MM Docket No. 87-268, 12 FCC Rcd 14588 at ¶ 78 (1997). In addition, the DTV Table of Allotments in Appendix B of the subsequent Memorandum Opinion and Order on Reconsideration of the Sixth Report and Order showed that the difference in the match between the analog and digital service areas of many stations was 2% or more.

Similarly, in 2001, the Commission noted in the First DTV Periodic Review of the DTV transition that, "...each DTV channel allotment was chosen to best allow its DTV service to match the Grade B service contour of the [analog] station with which it was paired."² The Commission concluded: "After considering the comments, and balancing the arguments for and against, we have decided not to require replication. . . . To require NTSC service replication by DTV stations under these circumstances would indeed be premature, would cause excessive additional expense to both commercial and noncommercial broadcasters alike, and could delay the transition."³

The first report provides maps showing the analog and digital coverage areas for each of the 1749 full-power TV stations in the United States. The vast majority of TV stations throughout the country will experience a significant increase in the population that can receive their signals. Some stations, however, are expected to experience some losses in the population that will be served by digital service as compared to their existing analog service.

The first report found that approximately 89 percent of stations (1,553 stations) will experience an overall net gain in the population that can receive their signals. Approximately 11 percent of stations (196 stations) will have an overall net loss in television viewers. The first report includes a separate map showing the predicted coverage areas for every station and shows the areas of gain or loss.

The second report contains maps and other information for the 319 stations where more than two percent of the population covered by their analog service will not be covered by their digital service. The population losses shown on the maps actually overstate the loss as it includes people who currently receive TV broadcasting service via cable or satellite, which accounts for about 85 percent of all viewers (*i.e.*, only a small fraction of the viewers counted actually rely exclusively on over-the-air signals for television reception) and include people who may be receiving service from TV translators. It is also important to note that in all of these circumstances the community of license remains covered and it is predominantly viewers who live outside the actual community of license (in some cases in neighboring communities) who may lose coverage.

The second report includes two maps and two associated population lists for each station. The first map shows the station's predicted population coverage gains and losses due to a change in the service area. The maps illustrate situations in which the station has shifted its coverage, either by a change in the transmitter location, antenna pattern, power, or some combination of these factors. Approximately 11 percent (or 196) stations are predicted to experience some existing population coverage loss of two percent or more as a result of changes in their service area.

The second map shows the station's complete coverage gains and losses, including losses inside the service area due to the digital "cliff effect". The digital cliff effect occurs where a station's signal is predicted not to be strong enough for reception due to various technical factors associated with the DTV transition. An additional seven percent (or 123) stations are predicted to experience some existing population coverage loss of two percent when including both losses due to changes in coverage and as a result of technical differences in their digital signal (digital cliff effect).

² *First DTV Periodic Report and Order*, released January 19, 2001, 16 FCC Rcd 5946 at ¶ 18.

³ *Id.*

The Commission has taken and continues to take action to make every resource available for broadcasters to mitigate any lost service to consumers. Stations that are predicted to lose viewers have several options for restoring service, including use of so-called “translators” (including on-channel Distributed Transmission Systems (DTS) or “fill-in” stations that operate on a different channel); use of another station’s sub-channel to be transmitted via multicasting; maximizing the station’s power; changing the station’s channel; or changing the antenna pattern.

Today the Commission released a Notice of Proposed Rulemaking that would create a new “replacement” digital television translator service to permit full-service television stations to continue to provide service to loss areas that have occurred as a result of their digital transition. This initiative would also allow broadcasters to apply for special temporary authority to use such translators while the rulemaking is pending.

-FCC-

News and other information about the FCC is available at www.fcc.gov

ATTACHMENT

DTV FAQs

QUICK FACTS

**Use THIS script and this Q & A for answering ALL email inquiries.
These are your talking points for phone inquiries.**

DTV FAQs

THE DIGITAL TRANSITION

What do I need to do to be ready for the end of analog TV broadcasting?

Because Congress mandated that the last day for full-power television stations to broadcast in analog would be February 17, 2009, over-the-air TV broadcasts will be entirely in digital after that date. If you have one or more televisions that receive free over-the-air television programming (with a roof-top antenna or "rabbit ears" on the TV), the type of TV you own is very important. A digital television (a TV with an internal digital tuner) will allow you to continue to watch free over-the-air programming after February 17, 2009. However, if you have an analog television, you will need a digital-to-analog converter box to continue to watch broadcast television on that set. This converter box will also enable you to see any additional multicast programming that your local stations are offering in digital.

Certain areas of the country have already made the switch. The Wilmington, North Carolina television viewing area switched on September 8, 2008, and Hawaii will be switching on January 15, 2009. Local broadcast stations may switch early, and several individual stations around the country have already made the switch, and several more may also decide to switch before February 17, 2009.

To help consumers with the DTV transition, the Government established the Digital-to-Analog Converter Box Coupon Program. The National Telecommunications and Information Administration (NTIA), a part of the Department of Commerce, administers this program. Every U.S. household is eligible to receive up to two coupons, worth \$40 each, toward the purchase of eligible digital-to-analog converter boxes. The coupons may only be used for eligible converter boxes sold at participating consumer electronics retailers, and the coupons must be used at the time of purchase. (Please note that these coupons will expire 90 days after mailing). Manufacturers estimate that digital-to-analog converter boxes will sell from \$50 to \$70 each. This is a one-time cost. For more information on the Digital-to-Analog Converter Box Coupon Program call 1-888-388-2009 (voice) or 1-877-530-2634 (TTY).

Cable and satellite TV subscribers with analog TVs hooked up to their cable or satellite service should not be affected by the February 17, 2009 cut-off date for full-power analog broadcasting.

Do I have to wait until after February 17, 2009 to watch DTV?

No, digital television is available now. If you watch over-the-air television today, you should be able to receive all or most of your local stations' digital signals if you have a DTV receiver, including multicast programming. If you have a high definition set, you will be able to view available programming in high definition. Check your local program listings or contact your local TV stations to find out more about the digital television available now or call 1-888-225-5322 (TTY: 1-888-835-5322).

If I have an older analog television, will I have to throw it away after February 17, 2009?

No. A digital-to-analog converter box will allow you to continue using your existing analog TV to watch over-the-air digital broadcasts. You do not need to get rid of your existing analog TV. In addition, analog sets should continue to work as before if connected to a subscription service such as cable or satellite TV. Also, analog sets should continue to work with gaming consoles, VCRs, DVD players, and similar products that you use now.

Will the February 17, 2009 date for the end of full-power analog television broadcasting be pushed back?

Federal law mandates that February 17, 2009 is the last day of full-power analog television broadcasting. Government agencies, industry, public interest groups, and other interested organizations are working hard to make sure that the deadline is met and that everyone is prepared for the end of full-power analog television broadcasting.

YOUR TELEVISION

What is a DTV tuner?

A digital tuner serves as the decoder required to receive and display digital broadcasts. It can be included inside TV sets or via a set-top box. The terms "tuner" and "receiver" are used loosely, and it is perhaps more appropriately called an ATSC receiver, with the tuner being part of the receiver. The receiver generates the audio and video (AV) signals needed for television, and performs the following tasks: demodulation, error correction, transport stream demultiplexing, decompression, analog to digital conversion, AV synchronization, and media reformatting to match what is optimal input for one's TV.

Examples of media reformatting include: interlace to progressive scan or vice versa, picture resolutions, aspect ration conversions (16:9 to or from 4:3), frame rate conversion, even scaling. Zooming is an example of resolution change; commonly used to convert a low resolution picture to a high resolution display.

Will I be able to purchase a new TV after the target date that does not have a DTV tuner?

Yes. The digital television reception requirement, which is also often termed the DTV tuner requirement, is being implemented on a schedule that applies it first to large screen receivers and then to progressively smaller screen sets and other devices that receive TV signals, such as VCRs and digital video recorders. This phase-in plan is intended to allow manufacturers to realize increasing economies of scale with production volume, so that digital tuner costs will be lower when the tuners are required in smaller sets.

On July 1, 2004, the tuner requirement was applied to 50% of large sets (screen sizes 36" and larger), and July 1, 2005, the tuner requirement was applied to all large sets and to 50% of mid-size sets (25"- 36"). Beginning March 1, 2006, DTV tuners were required in all mid-size sets as well. The final step in the phase-in plan went into effect March 1, 2007 and now requires that all new TV sets in all size ranges and other TV receivers include a DTV tuner beginning March 1, 2007.

If I want a new TV, will I have to buy a High Definition TV (HDTV) to watch digital broadcast television after the transition?

No. It is important to understand that the DTV transition is a transition from analog broadcasting to digital broadcasting. 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 do not need to buy a 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 over-the-air broadcast television. Digital broadcast television includes Standard Definition (SD) and High Definition (HD) formats.

How can I be sure that I am buying a digital TV (DTV)?

By law all television reception devices (including TVs, VCRs, DVRs, etc.) imported into the U.S. or shipped in interstate commerce must now contain a digital tuner. Retailers may continue to sell analog-only devices from existing inventory, but must prominently display on or near the analog-only device a Consumer Alert label informing the consumer that it's an analog-only television.

How do I know if I already have a digital TV (DTV)?

Many DTVs and digital television equipment will have labels or markings on them, or statements in the informational materials that came with them, to indicate that they contain digital tuners. These labels or markings may contain the words "Integrated Digital Tuner," "Digital Tuner Built-In," "Digital Receiver," or "Digital Tuner," "DTV," "ATSC," or "HDTV" (High Definition television). If your television equipment contains any of these labels or markings, you should be able to view digital over-the-air programming without the need for a digital-to-analog converter box.

What is the difference between "Integrated" DTVs and DTV or HDTV "Monitors"?

An Integrated DTV set is a television with a built-in digital tuner (also referred to as "a DTV"). A digital tuner is also sometimes called a DTV decoder or DTV receiver. If you have an Integrated DTV, you will not need any additional equipment, with the exception of a broadcast antenna (either a rooftop antenna or "rabbit ears" connected to the set) to receive over-the-air digital broadcast programming. Integrated DTVs

can also receive and display analog broadcast programming, so you can continue watching analog broadcasts.

Does my TV have a DTV tuner and what about my VCR, DVD recorder, PVR, DVR, etc.?

Most of the televisions that have DTV tuners are those that have been sold—since about 1998—as having an "integrated" HDTV broadcast tuner. Most of these products are also capable of displaying HDTV, so they are sometimes advertised or sold as "HD Built-in." (An HD set sold as a "monitor" or "HD-ready" is capable of displaying HDTV but does not have a built-in HDTV tuner.) The FCC now requires that any larger TVs with "analog" tuners also be marketed with built-in or separate DTV tuners, and this will soon be a requirement for all TVs—so you should be seeing more and more "integrated" or "built-in" products in stores. (Some of these may be "DTV" or "EDTV" sets that cannot display full HDTV.)

100% of all such units must include DTV tuners effective March 1, 2007

What about my VCR, DVD player, camcorder, and gaming console? Will I be able to use them with a digital television set?

Yes. Digital television sets are "backward compatible," meaning existing analog equipment (VCRs, DVD players, camcorders, video games, etc.) will work on digital TV sets. However, their video will only be displayed in the maximum resolution that is available with each analog product. Manufacturers are producing a number of different connectors to hook equipment together and improve picture and sound quality when DTVs are used with existing analog equipment. Check with your retailer to determine the types of connectors that will work with your equipment.

How do I get DTV or HDTV programming?

In order to receive over-the-air digital programming (as opposed to digital programming provided by a paid provider such as cable or satellite TV service), you will need: (1) a DTV (a TV with a digital tuner) or an analog TV connected to a digital-to-analog converter box and (2) a broadcast antenna (either a rooftop antenna or "rabbit ears" connected to your set). In general, an antenna that provides quality reception of over-the-air analog TV broadcasting will work for digital TV broadcasting.

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

In general, dependable reception of over-the-air digital TV programming will require the same type of signal reception equipment that currently works to provide good quality reception of analog TV programming. If you need a roof-top antenna to receive analog TV broadcasts, the same antenna generally will work to receive digital TV broadcasts. You should ask before purchasing a new antenna that are marketed as "digital ready" or "HD ready."

CABLE AND SATELLITE

Does the DTV transition affect TV sets that are connected to cable services?

No. If you subscribe to cable service, the DTV transition should not affect any TV sets that are connected to your cable services. The DTV transition applies only to full-power broadcast television stations –

stations that use the public airwaves to transmit their programming to viewers through a broadcast antenna.

What are the Cable Carriage Rules for Digital TV?

There is no “dual carriage” requirement on cable operators. This would have required them to simultaneously carry broadcasters’ analog and digital signals. In addition, cable operators are not required to carry more than a single digital programming stream from any particular broadcaster.

Will my cable company be required to broadcast all the “dual carriage” signals?

Cable operators are not required to carry more than a single digital programming stream from any particular broadcaster.

In FCC Order 01-22 the Commission found that mandatory dual carriage is not necessary either to advance the governmental interests as identified by Congress and the Supreme Court, or to achieve the digital television transition. Therefore, they declined to require cable operators to carry any more than one programming stream of a digital television station.

Is the FCC making cable companies switch to digital service?

No. Cable companies are not required to switch to digital service. Cable companies may choose to make their service all or partly digital, but they are not required to change from the analog service they offer today. In fact, the FCC requires cable companies to continue to provide local stations in analog as long as they provide any analog service, even after February 17, 2009.

Can my cable company make me get a box to receive the cable channels I receive today without a box?

Some cable companies have decided to switch to digital service. This is a business decision made by the cable companies and is not required by the federal government. Your cable company may decide to move certain cable channels off of its analog service tier and onto a digital service tier, or it may decide to switch to all-digital service at once, so that there is no analog service tier for any subscribers. If your cable company decides to move some or all of the channels it provides onto a digital service tier, it may notify you that you need to get “digital cable” equipment to continue receiving that cable service. This may include renting or purchasing a digital cable set-top box or purchasing a digital cable ready TV equipped with a “CableCARD” slot. The digital cable equipment is different from the digital-to-analog converter boxes that are used to receive over-the-air broadcast signals.

How do I know if I already have digital programming through my cable or satellite TV service?

You may receive digital programming if you subscribe to a digital or HD package from your provider and you are viewing the digital programming on a digital set. However, the digital cable tier and satellite TV service are not necessarily DTV. Your cable or satellite TV system may be using digital technology as a more efficient way of delivering analog programming to you. If you have an analog television set, then you are probably not getting digital, even though the reception may be somewhat improved. Check with

your cable or satellite TV provider to find out what kinds of programming you can receive, and what equipment you need to receive it.

My cable operator offers a digital cable package. Is this the same as HDTV?

No. "Digital cable" and high definition programming on cable are not the same. If you want to watch HDTV programming on cable, you will need to subscribe to your cable provider's HDTV package and view the programming on an HDTV set. You may also need a set-top box or other equipment to view HDTV programming. Check with your cable provider to find out what kinds of programming you can receive, and what equipment you need to receive it.

Do cable TV networks, like CNN, MSNBC, Lifetime, etc., have to switch to digital broadcasting as well?

No. The current requirement to switch from analog to digital only applies to full-power broadcast TV stations, which use the public airwaves to provide free over-the-air programming. However, as cable providers convert to digital transmissions over their systems, you may need to subscribe to their digital tier to continue to receive this non-broadcast programming.

Can my cable system move programming to a digital tier that makes me subscribe to digital service?

Your cable system decides when and whether to carry programming on a digital tier, which may mean that you will need digital equipment. However, all of your local stations will continue to be available in analog format for as long as your cable system offers any analog service.

Will cable customers with analog TVs have to buy or rent a set-top box from their cable company? If so, how much will it cost?

First, it's important to know that the February 17, 2009 deadline for the digital television transition only applies to full-power broadcast stations. Cable companies are not required by the government to transition their systems to digital, and can continue to deliver channels to their customers in analog. Cable companies are actually required by FCC rules to continue offering local broadcast stations to their customers in analog as long as they offer any analog service. This requirement will continue for at least three years after February 17, 2009. The Commission will decide in 2011 whether the requirement should be continued beyond February 17, 2012. This means that customers who receive analog cable service (without a cable set-top box) will be able to continue to do so.

However, for business reasons (among other things, digital is much more efficient than analog), cable companies may be interested in transitioning their systems from analog delivery to digital delivery. If a cable company makes the business decision to go all-digital (meaning it will stop offering any channels to its customers in analog), it must ensure that its analog customers can continue to watch their local broadcast stations. This may require customers with analog televisions to get a set-top box. If the cable company provides the customer with a set-top box, any costs related to it will be determined by the cable company. Therefore, it is recommended that analog cable customers contact their cable company to ask if a set-top box will be needed, when it will be needed, and if there will be a cost.

Does the DTV Transition affect TV sets connected to satellite TV service?

The DTV transition will not affect satellite TV subscribers who receive their local TV stations through their satellite dishes. Satellite TV service is a digital service and all satellite subscribers must have a set-top box connected to their TVs to receive the satellite-delivered programming. As a result, there should be no change in service for satellite subscribers unless the local TV stations are not provided by the satellite carrier. If you subscribe to a satellite TV service, you should check with your provider to find out if you receive a local TV station package through your satellite dish.

CONVERTER BOX

What is the Converter Box Coupon Program?

To help consumers with the DTV transition, the Government established the Digital-to-Analog Converter Box Coupon Program. The National Telecommunications and Information Administration (NTIA), a part of the Department of Commerce, administers this program. Every U.S. household is eligible to receive up to two coupons, worth \$40 each, toward the purchase of eligible digital-to-analog converter boxes. You will be able to request the coupons beginning in January of 2008. The coupons may only be used for eligible converter boxes sold at participating consumer electronics retailers, and the coupons must be used at the time of purchase. (Please note that these coupons will expire 90 days after mailing). Manufacturers estimate that digital-to-analog converter boxes will sell from \$40 to \$70 each. This is a one-time cost. For more information on the Digital-to-Analog Converter Box Coupon Program, call 1-888-388-2009 (voice) or 1-877-530-2634 (TTY).

What digital to analog converter boxes are coupon eligible?

The National Telecommunications and Information Administration (NTIA) is maintaining a list of eligible boxes.

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

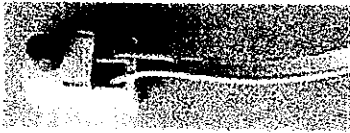
You will need one digital-to-analog converter box for each TV set or other device (such as a VCR) that only has an analog tuner, if you want to use them simultaneously, for example, to watch one program on live tv while recording on another channel. The digital-to-analog converter box basically replaces the analog tuner in one piece of equipment. So if you want to use your analog TV and VCR at the same time (for example, to watch one program and record another simultaneously), you will need two digital-to-analog converter boxes.

Will digital-to-analog converter boxes (used to convert over-the-air digital TV broadcasts for viewing on analog sets) also convert digital closed captioning?

Yes. FCC rules require that digital-to-analog converter boxes be able to convert over-the-air digital closed captioning for display on analog TV sets.

I have an old antenna that attaches to my TV with two wires. Will I be able to use a converter box with this antenna?

Yes, but you will need to get two adapters (also called "baluns" or "matching transformers," which are pictured below). Unscrew the existing twin-lead antenna wire from your TV "Antenna In" twin-lead terminals. Attach the existing twin-lead antenna wire to the twin-lead terminals on the twin-lead adaptor (first picture below). Then plug the twin-lead adaptor's coaxial connector into the "Antenna In (RF)" port on the Converter Box. Using coaxial wire, plug one end into the "Out To TV (RF)" port on the Converter Box. Plug the other end into a coaxial adaptor (second picture below). Then attach the coaxial adaptor to your TV "Antenna In" twin-lead terminals.



GENERAL QUESTIONS

What about my portable, battery-powered analog television? Will I be able to use it to watch broadcast television after February 17, 2009?

Portable, battery-powered analog televisions can receive over-the-air digital programming if they are connected to a digital-to-analog converter box and a separate broadcast antenna. The battery-powered analog television must have an "antenna in" port in order to connect it to a digital-to-analog converter box. Also, if local utility power service is not available, another power source will be needed to supply power to the digital-to-analog converter box. There are several options available for consumers to supply back-up power to a digital-to-analog converter box. These external power sources include rechargeable battery packs, uninterruptible power supplies, car battery adapters, and small power generators. Also, there is at least one converter box manufacturer that offers a separate battery pack for its converter box. Check with your local and online retailers for further information on these devices.

Another option for consumers is to obtain a battery-powered digital television. Battery-powered digital televisions are marked with words such as "Integrated Digital Tuner," "Digital Tuner Built-in," "Digital Receiver," "DTV," "ATSC" or "HDTV." Check with your local electronics stores or online retailers for product availability.

Will the AM/FM radio in my analog TV still work after February 17, 2009?

Although the digital television transition does not affect AM/FM radio broadcasting, the functioning of an integrated radio within an analog television depends on the device and your particular configuration.

If there is no digital-to-analog converter box attached to the radio/television combination unit, the radio in your television will continue to function as it did **before**.

If there is a digital-to-analog converter box attached to your radio/television combination unit, and the unit relies on the external antenna connected to the converter box for radio reception, the radio will function if the digital-to-analog converter box contains an analog pass-through feature. The NTIA maintains a list of analog pass-through capable boxes. The radio will also function if the unit is not connected to a digital-to-analog converter box.

If the radio/television combination unit relies on a separate antenna for AM/FM radio that is not connected to a digital-to-analog converter box, it should be able to receive AM/FM radio broadcasts whether the unit is connected to a digital-to-analog converter box or not.

My radio currently receives the audio portion of TV channels. Will it work after February 17, 2009?

Radios that are designed to tune the audio portion of analog TV broadcasts will not be capable of receiving the audio portion of digital TV broadcasts.

My local AM/FM radio station re-broadcasts a TV channel's audio. Will the radio station continue this service after February 17, 2009?

The audio and video in a digital television broadcast signal is combined in a manner that may require an AM/FM re-broadcaster of TV station audio to install additional equipment to continue such a service. Please check with your local radio AM/FM broadcaster to see if they will maintain TV channel audio re-broadcasting.

My local television station re-broadcasts AM/FM radio stations on a television channel. Will I still be able to listen to these radio station re-broadcasts on my television after February 17, 2009?

If your local television station re-broadcasts radio stations on a full-power television station channel, you will need a digital-to-analog converter box to watch that television channel and hear any associated audio on an analog TV.

Will digital television stations continue to provide emergency alerts?

Yes. Digital television stations are required to continue operating the Emergency Alert System (EAS). For more information about EAS, please visit

What are low-power (LPTV), Class A, and TV translator stations and how does the DTV transition affect them?

You may have noticed that Congress mandated that "full-power" TV stations will not be able to broadcast in analog after February 17, 2009. While the majority of the viewed TV broadcast stations are full-power stations, three other categories of TV stations exist – "low-power" stations, "Class A" stations, and "TV translator" stations. There is currently no deadline for these stations to convert to digital broadcasting.

The FCC created low-power television (LPTV) service in 1982 to provide opportunities for locally-oriented television service in small communities. These communities may be in rural areas or may be individual communities within larger urban areas. LPTV stations are operated by diverse groups and organizations including high schools and colleges, churches and religious groups, local governments, large and small businesses and individual citizens. More than 2,100 licensed LPTV stations are in operation. LPTV programming can include satellite-delivered programming services, syndicated programs, movies, and a wide range of locally-produced programs.

Class A TV stations are former LPTV stations that have certain interference protection rights not available to LPTV stations. These stations are technically similar to LPTV stations, but unlike LPTV stations must air at least three hours of locally-produced programming each week and comply with most of the non-technical regulations applicable to full-power stations. Approximately 600 licensed Class A TV stations are in operation.

A TV translator station rebroadcasts the programs of a full-power TV broadcast station. Translator stations typically serve communities that cannot receive the signals of free over-the-air TV stations because they are too far away from a full-power TV station or because of geography (such as uneven terrain or mountains). Many of the 4,700 licensed TV translator stations operate in mountainous or more remote areas of the country.

There are several ways to determine whether the broadcast stations you view over-the-air (with a rooftop antenna or “rabbit ears” attached to your TV) are LPTV, Class A or TV translator stations. Class A stations are required to visually or aurally identify their stations with their community of license and call sign (that includes the suffix “-CA” for Class A) at sign on, sign off, and on an hourly basis. LPTV stations also must regularly identify their station call sign. When locally originating programming, they must visually or aurally identify their call sign and community of license at sign on, sign off, and hourly. LPTV call signs may consist of four letters followed by the suffix “-LP” (for low power) or, alternatively, five characters beginning with the letters K or W followed by two numbers (their operating channel) and two additional letters. Also, some TV translators are identified by the full-power TV stations whose signals they rebroadcast. Further, LPTV, Class A, and TV translator stations may regularly broadcast information as to their status, and may include information regarding the DTV transition.

While the February 17, 2009 deadline for ending analog broadcasts does not apply to low-power, Class A, and TV translator stations, the FCC will require these stations to convert to digital broadcasting some time thereafter. Nearly 2,000 of these stations have been authorized to construct digital facilities and some are broadcasting in digital already.

If you have an analog-only television that receives free over-the-air programming (with a roof-top antenna or “rabbit ears” on the TV), you will need to purchase a digital-to-analog converter box in order to watch digital broadcast television. Each U.S. household is eligible to receive two \$40 coupons to be used toward the purchase of two digital-to-analog converter boxes. The National Telecommunications and Information Administration (NTIA) is administering the coupon program. (Please note that these coupons will expire 90 days after mailing). More information can be found by calling 1-888-388-2009 (voice) or 1-877-530-2634 (TTY).

If you purchase a digital-to-analog converter box to watch digital broadcasts on an analog TV and also wish to continue watching analog LPTV, Class A, or TV translator stations, you should purchase a converter box with “analog pass-through” capability, which allows analog broadcast signals to pass through the converter box to be tuned by your analog TV. NTIA’s TV Converter Box Coupon Program has certified converter box models that have analog pass-through capability. A current list of coupon-eligible converter boxes is available. The converter box models that have analog pass-through capability are noted on the list with an asterisk next to them. In addition, NTIA will mail a list of current coupon-eligible converter boxes, noting with an asterisk those that have analog pass-through capability, to each

household that receives converter box coupons. You can also check with your retailer to determine whether the converter box you are purchasing has analog pass-through capability.

If you purchase a digital-to-analog converter box without analog pass-through capability, you may have to connect an antenna switch or a signal "splitter" to bypass the box if you wish to view analog TV broadcasts. Check with the manufacturer of the digital-to-analog converter box and your retailer if you need instructions on how to connect the box to view broadcasts from both analog and digital stations.

Viewers should look for information from their LPTV, Class A, and TV translator stations about plans to convert from analog to digital broadcasting.

What are my options for watching over-the air analog TV broadcasts from LPTV or translator stations after the digital transition?

To watch analog LPTV and translator station broadcasts received through an antenna, you can take one or more of the following actions:

- Keep an analog TV connected to a broadcast antenna to view analog LPTV and translator station broadcasts.
- Purchase a digital-to-analog converter box that has analog pass-through capability. Analog pass-through allows you to watch analog television broadcasts as well as digital television broadcasts through the converter box.
- Purchase a digital-to-analog converter box without analog pass-through capability, and then connect a "splitter" or antenna switch to receive both analog and digital broadcasts. Check with your consumer electronics retailer if you need instructions on how to connect the box to view broadcasts from both analog and digital stations.
- Purchase a digital television set. A television with a built-in digital tuner can receive both analog and digital stations, so you will be able to watch both digital programming and analog LPTV and translator station programming for as long as these stations continue to broadcast in analog.
- Subscribe to a cable television or other pay service that carries the analog station(s) you want to watch.

Will I be able to use parental controls like the V-chip with digital TV the same way I now can with my analog TV?

Yes. The V-chip is a technology that enables parents to block television programming based on a program's rating. The ratings are encoded within the television signal. The V-chip reads the encoded rating information of each program and blocks shows according to the parents' blocking selections. FCC rules require that V-chips be built into digital televisions and other DTV reception devices just as they are in analog televisions.

Why doesn't the picture on my digital television fill up the entire screen? Why do bars on the top and bottom or sides of the picture appear with different programming?

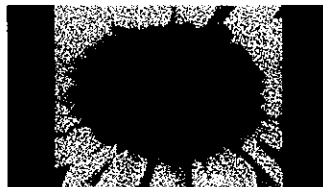
Traditional analog TV has an aspect ratio of 4:3 (almost square). This means that a TV screen is 4 inches wide for every 3 inches it is tall. Most digital televisions have an aspect ratio of 16:9 (rectangular) and are called “widescreen.” The 16:9 aspect ratio more closely approximates the look of movies and the amount of programming that is being offered in 16:9 is increasing.

When the aspect ratio of the television program and your television set do not match, bars on the top and/or sides of the image may appear to ensure that the image is not distorted.

In order to properly display 16:9 content on a 4:3 set, your digital television or digital-to-analog converter box may place bars at the top and bottom of the image – a process called “letterboxing.”



Similarly, to properly display 4:3 content on a 16:9 television set, bars may be placed on the sides of the screen – a process called “pillar boxing.”



Also, some programs are “letterboxed” or “pillar boxed” during broadcast. For example, many commercials are produced in analog with a 4:3 aspect ratio, but are broadcast with letterboxing for a “modern” look or to leave room for text or subtitles. When such a commercial is aired during a widescreen (16:9) program, it will also be pillar-boxed. This results in a 16:9 format broadcast that already has bars above and below it. When such a broadcast is viewed on a 16:9 set, it results in bars appearing above, below, and on the sides – a result called a “postage stamp.”






Many digital-to-analog converter boxes and digital televisions allow you to “zoom” into the image to eliminate the bars. This may result in part of the image being cut off or “cropped.” Some digital-to-analog converter boxes and digital televisions also provide the ability to alter the image to fit the screen, either by “stretching” or “squeezing” the image. Please consult the owner’s manual of your digital television or

digital-to-analog converter box for details on how to eliminate the bars through zooming, stretching or squeezing the image on your screen.

Why do some programs look “clearer” than others on my digital television?

Depending on your television, you may notice the resolution of the picture changing between programs. With a higher resolution television, lower resolution channels or programming will appear in their lower resolution. Therefore, switching between a channel or program that is broadcast at a high resolution to a channel or program of a lower resolution will result in a visible loss of image quality.

Resolutions that broadcasters may use include:

<p>Standard Definition TV (SDTV) - SDTV is the basic level of quality display and resolution for both analog and digital. Transmission of SDTV may be in either the traditional (4:3) or widescreen (16:9) format and consists of 480 interlaced lines of resolution.</p>	
<p>Enhanced Definition TV (EDTV) - EDTV is a step up from analog television and Standard Definition digital television. EDTV comes in widescreen (16:9) or traditional (4:3) format and provides 480 progressively scanned lines of resolution. This is approximately twice as much resolution as SDTV and is the format most often found on DVDs.</p>	
<p>High Definition TV (HDTV) - HDTV in widescreen format (16:9) provides the highest resolution and picture quality of all digital broadcast formats. It consists of either 1080 interlaced or 720 progressively scanned lines of resolution and includes the ability to transmit digital surround sound.</p>	

Will my building’s master antenna system work with digital TV signals?

What is a Master Antenna System?

Some people who live in an apartment building, condominium, home owners’ association, high-rise, co-op or other multiple dwelling unit (MDU) receive local TV stations through a master antenna system, sometimes called a common antenna or a MATV system. These antenna systems receive TV signals through an antenna on the roof or in a central location and provide the signals through wiring in the building or development that connects to the TV set in individual apartments or homes. Some of these systems provide the local TV stations for free, and some of them are packaged with satellite programming and charge a fee. These shared or community antenna systems are sometimes known as “satellite master antenna systems,” or “SMATVs”. Also, some people who live in MDUs receive local TV stations through a private cable operator (PCO) serving just one building or homeowners’ development.

How is this different from having cable in my building?

If you subscribe to the cable TV service offered in your city or town, or if you subscribe individually to satellite TV service and receive your local channels through your own satellite dish, you will continue to receive your local broadcast channels without having to buy a digital television or DTV converter box.

Will my apartment building master antenna system work with digital TV signals?

If you receive local TV stations through a shared antenna or private cable system serving just your building or homeowners' development, then you need to check with your building, landlord, condo association, co-op association, home owners' association, or private cable operator to find out if you need to take action to continue to receive local stations after the analog signals are turned off on February 17, 2009.

Many of these antenna systems will need some adjustment so that the digital signals can be received and delivered through the wiring to your apartment or home for you to view with a digital converter box or with a digital television set. Each building's antenna system is different, so check with your landlord, building manager, homeowner or condo association or video provider to find out how you are affected.

DTV-Digital TV/Antennas

QUICK FACTS

Broadcast stations in all U.S. markets are currently broadcasting in both analog and digital. If you have one or more analog televisions that receive free over-the-air television programming with an outdoor antenna or "rabbit ears" on the TV, you will either need a digital television (a TV with a built in digital tuner) or an analog television connected to a "digital-to-analog converter box" (which converts digital signals to analog signals for viewing on your analog set) in order to continue to watch programming from full-power broadcast stations.

Prior to making any changes to your current antenna or antenna system, you should check to see if it will receive the digital signals being broadcast in your area. Connect your existing antenna to either a digital television or a digital-to-analog converter box connected to an analog TV. Make sure your TV is set up to receive over-the-air broadcasts (as opposed to being connected to a paid provider such as a cable or satellite TV company).

Title: **DTV-Digital TV/ Antennas**

FAQS:

1. Do I need a special antenna to receive Digital signals/channels?
2. Do I need to re-position my antenna to receive certain digital signals/channels?
3. I currently use rabbit ears and can receive analog signals. How will the transition to digital affect my reception? Will I have to get an antenna instead?
4. I want to upgrade my antenna. How do I know what to purchase?

1. Do I need a special antenna to receive Digital signals/channels?

First, it is important to know that if your television currently receives good quality reception on analog channels 2-51 with a broadcast antenna, it should be able to receive digital television (DTV) signals, including high definition television (HDTV) signals, with the same broadcast antenna. You may not need to purchase a "DTV antenna" or an "HDTV antenna" to receive DTV or HDTV signals. However, consumers should be aware that if they use a digital-to-analog converter box, they will still need to use an antenna to receive DTV signals.

Prior to making any changes to your current antenna or antenna system, you should check to see if it will receive the digital signals being broadcast in your area. Connect your existing antenna to

either a digital television or a digital-to-analog converter box connected to an analog TV. Make sure your TV is set up to receive over-the-air broadcasts (as opposed to being connected to a paid provider such as a cable or satellite TV company). It may also be helpful to perform a “channel scan,” in which your TV will automatically check to see which stations it can receive. In many cases, this is all you will need to do to watch digital television broadcasts.

2. Do I need to re-position my antenna to receive certain digital signals/channels?

TV reception can be affected by factors such as terrain, trees, buildings, the weather (rain, wind, humidity), and damaged/deteriorated equipment. Often digital reception can be improved just by changing the location of your current antenna. Moving it away from other objects and structures, or placing it higher can often improve reception. Many antennas need to be oriented or aimed to get the best signal from the desired station.

For indoor antennas, you may need to do this manually by trial and error. For outdoor antennas, a rotor that re-orientes the antenna can improve performance, particularly when trying to receive stations that transmit from different locations.

3. I currently use rabbit ears and can receive analog signals. How will the transition to digital affect my reception? Will I have to get an outdoor antenna instead?

Simple indoor antennas, such as rabbit ears, provide minimal performance that may or may not be suitable for your location. If you are unable to obtain satisfactory reception with your current indoor antenna, you may wish to obtain 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).

An outdoor antenna will get better reception than an indoor antenna. If you already have an outdoor antenna and are getting good quality reception from VHF and UHF channels, your antenna should work fine for digital television.

4. I want to upgrade my antenna. How do I know what to purchase?

If you need assistance with upgrading your antenna system, check with a local antenna retailer or antenna installer.

Closed Captioning & D-to-A Converter Boxes For OTA (Over-the-Air) Analog Programs QUICK FACTS

The digital television (DTV) transition refers to the switch from analog to digital broadcast television. When the DTV transition is completed on February 17, 2009, all U.S. full-power TV stations will stop broadcasting in analog format, and will transmit only in digital instead. After that time, consumers who subscribe to pay television services (for example: cable, satellite) will continue to receive broadcast ("over the air") television programs through these subscription services.

This advisory explains how consumers will be able to access closed captions using these converter boxes.

Title: Closed Captioning & D-to-A Converter Boxes For OTA (Over-the-Air) Analog Programs

In addition to passing through closed caption signals, many converter boxes also include the ability to take over the captioning role that the tuner plays in your analog TV set. To determine whether your converter box is equipped to generate captions in this way, you should refer to the user manual that came with the converter box. In addition to passing through closed caption signals, many converter boxes also include the ability to take over the captioning role that the tuner plays in your analog TV set. To determine whether your converter box is equipped to generate captions in this way, you should refer to the user manual that came with the converter box.

1. How do I control Closed Captions through my TV?

Analog TVs that are 13 inches or larger, and were manufactured after July 1993, can display closed captions. When using any digital-to-analog converter box on one of these TVs, you can follow the instructions that came with your TV to turn closed captions on/off through your TV or TV remote control, just as you always have. If you were able to see closed captions on your TV before you got the converter box, you will continue to see closed captions on your TV the same way after attaching the box. As before, captions will appear as white text on a black background.

Analog TVs that are smaller than 13 inches and TVs manufactured before July 1993, are not required to display closed captions. If your converter box is equipped to generate closed captions itself, however, you may be able to see closed captions on these TVs.

In addition to passing through closed caption signals, many converter boxes also include the ability to take over the captioning role that the tuner plays in your analog TV set. To determine

whether your converter box is equipped to generate captions in this way, you should refer to the user manual that came with the converter box. The converter box will come with instructions on how to change the caption size, font (style), caption color, background color, and opacity. This ability to adjust your captions is something you cannot do now with an analog television and analog captions.

2. What do I do if I have problems with getting captions?

These difficulties generally could arise from two causes: 1) the consumer's set-top box and/or DTV are not properly set to allow closed captions to be displayed; or 2) there are technical problems with the subscription television provider's system that prevent closed captions from being received and decoded by the set-top box and/or DTV.

If you turn on the digital-to-analog converter box and see a double row of overlapping captions, it may mean you are seeing captions through both your TV and your digital-to-analog converter box. You should turn off the closed captioning function either on your television or on the converter box.

If you are able to get captions when you tune to one station, but not another, most likely this is not a problem with your converter box. You should contact the television station airing the program that does not have captions.

If you are using a digital-to-analog converter box with an analog TV set and cannot see any captions, you should contact the manufacturer of the converter box.

If you have difficulties viewing closed captions on DTV programming, including HDTV, received from your subscription television provider, you should:

- consult any consumer information and manuals/guides on closed captions for DTV programming provided by your subscription television provider;
- ensure that the captioning function on your set-top box, if applicable, is turned on;
- ensure that the captioning function on your DTV is turned on.

If you are still unable to view closed captions on DTV programming, you should contact your subscription television provider for assistance.

DTV Transition & O-T-A Viewers Along Us Borders QUICK FACTS

Some consumers living along the U.S. borders with Mexico and Canada currently watch analog television programming broadcast over-the-air by Mexican and Canadian stations. Canadian TV stations will also transition from analog to digital broadcasting, but not until August of 2011. Mexico has begun its transition and will complete it in 2021.

U.S. consumers living along the Canadian and Mexican borders are able to watch television programming from Canadian or Mexican broadcast stations with an over-the-air antenna, such as "rabbit ears" on their set or an antenna on their roof. Because broadcast stations in Mexico and Canada will not complete their transition to digital broadcasting at the same time as full-power U.S. stations, their broadcasts will remain in analog after February 17, 2009, while full-power U.S. broadcast stations will be available only in digital.

If you purchase a digital-to-analog converter box to watch digital broadcasts on an analog TV and also wish to continue watching analog programming broadcast from stations in either Mexico or Canada, you should purchase a converter box with "analog pass-through" capability, which allows analog broadcast signals to pass through the converter box to be tuned by your analog TV. Converter boxes with analog pass through capability will also enable you to watch U.S. low-power and translator television stations, most of which will continue to broadcast in analog after February 17, 2009.

More on Analog Pass-through Boxes:

If you purchase a digital-to-analog converter box without analog pass-through capability, you may have to connect an "A/B switch" and/or a "signal splitter" to bypass the box if you wish to view analog TV broadcasts. Check with the manufacturer of the digital-to-analog converter box and your retailer if you need instructions on how to connect the box to view broadcasts from both analog and digital stations.

DIGITAL-TO-ANALOG CONVERTER BOX – SELECTED FEATURES QUICK FACTS

The FCC has prepared a Consumer Advisory on selected features in 41 digital-to-analog converter boxes that it has purchased. Converter boxes are to be used with your analog television to receive digital signals broadcast for free over-the-air to your antenna. All the converter boxes listed here are certified under the National Telecommunications and Information Administration (NTIA) converter box coupon program and, therefore, are eligible for purchase using a coupon issued by the NTIA. Coupons are worth \$40, and are applied towards the purchase of converter boxes, which generally are priced at \$40 to \$70.

For more information call 1-888-388-2009 for more information on how to request up to two coupons per household.

These 41 converter boxes are currently available for retail purchase. The features described in the advisory include features of particular interest to the disabilities community, as recommended by the Commission's Consumer Advisory Committee.

The Advisory will be updated as more NTIA-approved boxes become available at retail stores and online.

The Federal Communications Commission has prepared this Consumer Advisory on selected features in 41 digital-to-analog converter boxes that it has purchased. Converter boxes are to be used with your analog television to receive digital signals broadcast for free over-the-air to your antenna. All the converter boxes listed here are certified under the National Telecommunications and Information Administration (NTIA) converter box coupon program and, therefore, are eligible for purchase using a coupon issued by the NTIA. Coupons are worth \$40, and are applied towards the purchase of converter boxes, which generally are priced at \$40 to \$80. For more information call 1-888-388-2009 on how to request up to two coupons per household.

These 41 converter boxes are currently available for retail purchase. The features described in this advisory include features of particular interest to the disabilities community, as recommended by the Commission's Consumer Advisory Committee.

The Advisory will be updated as more NTIA-approved boxes become available at retail stores and online.

NOTE: All coupon eligible boxes meet the minimum standards set by NTIA, the federal agency responsible for administering the converter box coupon program. NTIA's website lists a total of 159 coupon eligible converter boxes which have been approved for the coupon program.

The FCC does not endorse any particular product or product manufacturer.

CLOSED CAPTION FEATURES

Broadcasters can transmit closed captions in two formats. All captioned programs must include the basic analog-equivalent ("basic" or "608") captions. A DTV broadcaster may also include advanced digital ("advanced" or "708") captions, which can have additional features such as customizable fonts, colors, sizes and screen positions.

NTIA rules require all coupon eligible converter boxes ("CECBs") to convert the basic captions so that analog TVs can decode and display them. In this case the viewer would use the settings on their TV to turn on the captions.

Most CECBs also have the ability to decode the captions themselves, meaning that the viewer could use the settings on the converter box to turn on the captions. This way the viewer would be able to use the advanced features of 708 captions.

<u>Converter Box</u>	<u>Decode basic and advanced captions?*</u>	<u>Caption button on remote?</u>	<u>What does the caption button do?***</u>	<u>Retains caption settings when powered off?</u>
AccessHD DTA10101D	Basic/Adv	Yes	Sequential	Yes
AccessHD DTA10101U	Basic/Adv	Yes	Sequential	Yes
Airlink 101@ATVC101	Basic/Adv	Yes	Sequential	Yes
Alpha Digita AT2016	Basic/Adv	Yes	Sequential	Yes
Apex DT 250	Basic/Adv	Yes	Sequential	Yes
Artec T3A	Basic/Adv	Yes	Sequential****	Yes
Artec T3AP Pro	Basic/Adv	Yes	Sequential****	Yes
Artec T3A Pro	Basic/Adv	Yes	Sequential****	Yes
Cadence DTVC-9	Basic/Adv	Yes	Sequential****	Yes
Channel Master CM-7000	Basic/Adv **	Yes	Sequential****	Yes
Coship N9988T	Basic/Adv	Yes	Sequential	Yes
Digital Stream DSP7500T	Basic/Adv **	Yes	Sequential	Yes
Digital Stream DSP7700T	Basic/Adv **	Yes	Sequential	Yes
Digital Stream DTX9950	Basic/Adv **	Yes	Sequential	Yes

Federal Communications Commission (FCC)
DTV Call Centers, RFQ 09000022
Amendment 0001 January 6, 2009

Dish Networks DTV Pal	Adv	Yes	Toggle	Yes
Dish Networks TR-40CRA	Adv	Yes	Toggle	Yes
GE 22729	Basic/Adv	Yes	Sequential	Yes
GE 22730	Basic/Adv	Yes	Sequential	Yes
GE 23333	Basic/Adv	Yes	Sequential	Yes
Goodmind DTA 1000	Basic/Adv	Yes	Sequential	Yes
Gridlink GLT-200	Basic/Adv	Yes	Sequential	Yes
Insignia NS-DXA1	Basic/Adv	Yes	Sequential	Menu Only
Insignia NS-DXA1-APT	Basic/Adv	Yes	Sequential	Menu Only
Kingbox K8V1	Basic/Adv	Yes	Sequential	Yes
Lasonic LTA-260	Basic/Adv	Yes	Sequential	Yes
Magnavox TB100 MG9	Adv	No	N/A	Yes
Magnavox TB100MW9	Adv	No	N/A	Yes
Memorex MVCB1000	Basic/Adv	Yes	Toggle	Yes
MicroGem MG2000	Basic/Adv	Yes	Sequential	Yes
Philco TB1000HH9	Adv	No	N/A	Yes
RCA DTA800B1	Adv	Yes	Sequential	Yes
Sansonic FT-300A	Basic/Adv	Yes	Sequential	Yes
Sunkey SK-801ATSC	Basic/Adv	Yes	Sequential	Yes
Tivax STB-T9	Basic/Adv	Yes	Sequential	Yes
Venturer STB7766G1	Basic/Adv	Yes	Sequential****	Yes
Winegard RC-DT09	Basic/Adv	Yes	Sequential****	Yes
Winegard RC-DT09A	Basic/Adv	Yes	Sequential****	Yes
Zenith DTT901	Basic/Adv	Yes	Sequential	Menu Only
Zentech DF 2000	Basic/Adv	Yes	Sequential	Yes
Zinwell ZAT-970	Basic/Adv	Yes	Sequential	Yes
Zinwell ZAT-970A	Basic/Adv	Yes	Sequential	Yes

*All boxes convert basic captions on the digital signal so that they can be viewed using the settings on an analog TV.

**These boxes could decode only CC1 (captions in the primary language) and CC2 (data that augments information carried in the program) basic captions. The other boxes that decode basic captions also decode CC3 (alternative program-related caption data, typically captions in a second language) and CC4 (data that augments information carried in the program).

*****Menu** - The CC button brings up the captions menus on the converter box.

Sequential - the CC button progresses through each of the caption options in sequence.

Toggle - the CC button turns the captions either on or off. Caption preferences must first be configured through the captions menus on the converter box.

****Sequential function cycles only through basic caption modes. Advanced captions can be accessed through menu only.

SECONDARY AUDIO PROGRAMMING FEATURES

Some broadcasters send additional audio channels in foreign languages and/or with a voice-over describing the movements on screen for the vision impaired. Digital television allows up to 4 audio channels to be transmitted at a time. Some of the remote controls have a button allowing easy access to the SAP feature. This button may be labeled "audio" or "SAP."

<u>Converter Box</u>	<u>SAP (Channels)*</u>	<u>SAP button on remote?</u>
AccessHD DTA10101D	At least one	Yes
AccessHD DTA10101U	At least one	Yes
Airlink 101@ATVC101	At least one	Yes
Alpha Digita AT2016	At least one	Yes
Apex DT 250	At least one	Yes
Artec T3A	At least one	Yes
Artec T3AP Pro	At least one	Yes
Artec T3A Pro	At least one	Yes
Cadence DTVC-9	At least one	Yes
Channel Master CM-7000	At least one	Yes
Coship N9988T	At least one	Yes
Digital Stream DSP7500T	At least one	Yes
Digital Stream DSP7700T	At least one	Yes
Digital Stream DTX9950	At least one	Yes
Dish Networks DTV Pal	One only	No
Dish Networks TR-40CRA	One only	No
GE 22729	At least one	Yes
GE 22730	At least one	Yes
GE 23333	At least one	Yes
Goodmind DTA 1000	At least one	Yes

Gridlink GLT-200	At least one	Yes
Insignia NS-DXA1	At least one	Yes
Insignia NS-DXA1-APT	At least one	Yes
Kingbox K8V1	At least one	Yes
Lasonic LTA-260	At least one	Yes
Magnavox TB100 MG9	At least one	Yes
Magnavox TB100MW9	At least one	Yes
Memorex MVCB1000	At least one	Yes
MicroGem MG2000	At least one	Yes
Philco TB1000HH9	At least one	Yes
RCA DTA800B1	One only	Yes
Sansonic FT-300A	At least one	Yes
Sunkey SK-801ATSC	At least one	Yes
Tivax STB-T9	At least one	Yes
Venturer STB7766G1	At least one	No
Winegard RC-DT09	At least one	No
Winegard RC-DT09A	At least one	No
Zenith DTT901	At least one	Yes
Zentech DF 2000	At least one	Yes
Zinwell ZAT-970	At least one	Yes
Zinwell ZAT-970A	At least one	Yes

*Refers to the number of additional audio channels that the box can access, if provided by the broadcaster.

REMOTE CONTROL FEATURES

All coupon-eligible converter boxes have remote controls, though the features vary. Boxes that have universal remotes are able to control the power and/or volume for your television set. Some universal remotes may have the ability to control other devices such as your VCR or stereo amplifier.

Remote control buttons vary in size. Some consumers may find it more comfortable to use a remote control with larger buttons to make it easier to push one button. Other consumers may find it easier to use a remote control with smaller buttons because the overall size of the remote control is typically smaller and easier to hold.

<u>Converter Box</u>	<u>Caption button on</u>	<u>SAP button on</u>	<u>Universal Remote?</u>	<u>Number Button</u>
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	<u>remote?</u>	<u>remote?</u>		<u>Diameter (mm)</u>
AccessHD DTA10101D	Yes	Yes	No	6
AccessHD DTA10101U	Yes	Yes	Yes	7
Airlink 101@ATVC101	Yes	Yes	No	6
Alpha Digita AT2016	Yes	Yes	No	6
Apex DT 250	Yes	Yes	No	6
Artec T3A	Yes	Yes	No	6
Artec T3AP Pro	Yes	Yes	No	6
Artec T3A Pro	Yes	Yes	No	6
Cadence DTVC-9	Yes	Yes	No	6
Channel Master CM-7000	Yes	Yes	No	6
Coship N9988T	Yes	Yes	No	6
Digital Stream DSP7500T	Yes	Yes	Yes	6
Digital Stream DSP7700T	Yes	Yes	Yes	6
Digital Stream DTX9950	Yes	Yes	Yes	6
Dish Networks DTV Pal	Yes	No	No	6
Dish Networks TR-40CRA	Yes	No	No	6
GE 22729	Yes	Yes	No	6
GE 22730	Yes	Yes	No	6
GE 23333	Yes	Yes	No	6
Goodmind DTA 1000	Yes	Yes	No	7
Gridlink GLT-200	Yes	Yes	No	6
Insignia NS-DXA1	Yes	Yes	No	7
Insignia NS-DXA1-APT	Yes	Yes	Yes	7
Kingbox K8V1	Yes	Yes	Yes	6
Lasonic LTA-260	Yes	Yes	No	6
Magnavox TB100 MG9	No	Yes	No	7
Magnavox TB100MW9	No	Yes	No	7
Memorex MVCB1000	Yes	Yes	No	7
MicroGem MG2000	Yes	Yes	No	8-9
Philco TB1000HH9	No	Yes	No	7
RCA DTA800B1	Yes	No	Yes	9
Sansonic FT-300A	Yes	Yes	No	6

Sunkey SK-801ATSC	Yes	Yes	No	5
Tivax STB-T9	Yes	Yes	No	6
Venturer STB7766G1	Yes	No	No	6
Winegard RC-DT09	Yes	No	No	6
Winegard RC-DT09A	Yes	No	No	6
Zenith DTT901	Yes	Yes	Yes	7
Zentech DF 2000	Yes	Yes	No	6
Zinwell ZAT-970	Yes	Yes	No	6
Zinwell ZAT-970A	Yes	Yes	No	6

ADDITIONAL/ADVANCED FEATURES

- Adding Channels:** All coupon-eligible converter boxes have the ability to scan the airwaves for available channels, but not all boxes can add channels to your line-up without deleting channels. This may be important to you if you live between two cities and have to point your antenna in different directions to receive different stations. Some boxes can add channels through an update **scan**, which may take 5 or more minutes and will find new channels and add them to your lineup without deleting your existing lineup. A "**direct**" add allows you to add a channel to the lineup without scanning, but you must know the RF channel number, which is not always the same as the channel number used for marketing. **Some boxes have both an update scan and a direct add function.**
- Analog Pass-Through:** While all domestic full-power television stations will be discontinuing analog service on or before February 17, 2009, you may be able to receive some analog television after this date. Channels in Canada and Mexico will not transition to digital broadcasting on February 17. Additionally, most low-power, "Class A," and translator stations in the U.S. will continue to broadcast analog signals. A converter box with "analog pass-through" capability allows broadcast signals to pass through the converter box to be tuned by your analog TV without the need to use an "A/B switch" or a "signal splitter" and extra cable to route the analog signals around the converter box.

<u>Converter Box</u>	<u>Adding Channels</u>	<u>Analog Pass-Through</u>
AccessHD DTA10101D	None	No
AccessHD DTA10101U	Direct	No
Airlink 101@ATVC101	Direct	No
Alpha Digita AT2016	Scan	No
Apex DT 250	None	Yes
Artec T3A	Scan/Direct	No

Federal Communications Commission (FCC)
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Artec T3AP Pro	Scan/Direct	Yes
Artec T3A Pro	Scan/Direct	No
Cadence DTVC-9	Scan/Direct	No
Channel Master CM-7000	Scan	No
Coship N9988T	Scan/Direct	No
Digital Stream DSP7500T	Scan	No
Digital Stream DSP7700T	Scan	Yes
Digital Stream DTX9950	Scan	Yes
Dish Networks DTV Pal	Scan/Direct	Yes
Dish Networks TR-40CRA	Scan/Direct	Yes
GE 22729	Direct	No
GE 22730	Direct	No
GE 23333	Direct	Yes
Goodmind DTA 1000	Direct	No
Gridlink GLT-200	None	No
Insignia NS-DXA1	Scan/Direct	No
Insignia NS-DXA1-APT	Scan/Direct	Yes
Kingbox K8V1	Scan/Direct	No
Lasonic LTA-260	None	No
Magnavox TB100 MG9	Direct	Yes
Magnavox TB100MW9	Direct	No
Memorex MVCB1000	Direct	Yes
MicroGem MG2000	Direct	No
Philco TB1000HH9	Direct	Yes
RCA DTA800B1	Scan	Yes
Sansonic FT-300A	None	No
Sunkey SK-801ATSC	Direct	Yes
Tivax STB-T9	Scan/Direct	No
Venturer STB7766G1	Scan/Direct	Yes
Winegard RC-DT09	Scan/Direct	No
Winegard RC-DT09A	Scan/Direct	Yes
Zenith DTT901	Scan/Direct	Yes
Zentech DF 2000	Direct	No
Zinwell ZAT-970	Direct	No

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Zinwell ZAT-970A	Direct	Yes
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For more information or questions pertaining to the DTV transition, please call toll-free at 1-888-CALL-FCC (voice) and 1-888-TELL-FCC (TTY).

Coupons QUICK FACTS

Use this script for any inquiry related to coupons: Examples are referrals to the National Telecommunications Information Administration (NTIA) for in-depth questions regarding the coupon program, consumers who haven't received their coupons or their coupon failed to arrive on time, expired coupons, consumers who are interested in requesting a coupon, a consumer coupon request that was denied because of the requester's address was either a post office box or nursing home, or a consumer wants to file a coupon appeal.

As of January 5, 2009, NTIA is processing new coupon applications only as coupons already issued to other consumers expire unused. As a result, consumers who apply for coupons after that date may experience some delay in receiving coupons. If such delay does occur, there is also the possibility that consumers may not receive their coupons before February 17, 2009. Moreover, depending on the number of coupons that expire unused, there is a chance that some consumers may not receive coupons at all either due to the program's expiration on March 31, 2009 or the redemption of all available coupons, whichever occurs first.

NTIA is no longer accepting coupon status inquiries over the phone. **For coupon appeals and status inquiries, consumers should e-mail consumersupport@dtv2009.gov.** See below for more information.

The TV Converter Box Coupon Program is administered by NTIA (National Telecommunications Information Administration) and permits all households to request up to two coupons (or in the case of nursing home residents, one coupon) - each worth \$40 - toward the purchase of certified converter boxes. Coupons may be requested until March 31, 2009, or while supplies last.

As of January 5, 2009, NTIA is processing new coupon applications only as coupons already issued to other consumers expire unused. As a result, consumers who apply for coupons after that date may experience some delay in receiving coupons. If such delay does occur, there is also the possibility that consumers may not receive their coupons before February 17, 2009. Moreover, depending on the number of coupons that expire unused, there is a chance that some consumers may not receive coupons at all either due to the program's expiration on March 31, 2009 or the redemption of all available coupons, whichever occurs first.

Consumers who apply now online are provided with the following message: "IMPORTANT: We have determined that you are eligible to participate in this program and your coupon application has been approved. However, because program funding is not currently available,

you will not receive coupons unless more funding becomes available. If program funding becomes available you should receive your coupons in the mail."

This does not affect coupons that have already been issued or coupons that were ordered as late as Saturday, January 3, 2009. Only new coupon applications are affected. We do not know at this point how long it will take for NTIA to access additional money for the coupon program, which means that we do not know how long the delay will be in processing new coupon applications. Consumers who must obtain a converter box to continue to have television reception after February 17, 2009 and who cannot afford to purchase a converter box without a coupon are encouraged to see if friends or family have unexpired coupons they can use.

In addition, consumers who need a converter box to continue to receive broadcast television after the transition date should consider whether they prefer to purchase a converter box without a coupon or to wait and see whether enough coupons expire unused that they will eventually receive their converter box coupons, even though this is likely to mean that they cannot watch television in the interim. Another alternative would be for such consumers to consider purchasing a digital television or subscribing to a pay television service, such as cable or satellite.

If a consumer already ordered a coupon, coupon applications are still taking up to several weeks to process and mail. Consumers who have a coupon should act now to purchase a converter box, and should call stores before shopping to ensure the desired converter box is available.

Subject to the above, households may still apply for 2 coupons online at www.DTV2009.gov, by phone at 1-888-DTV-2009 (1-888-388-2009), via fax at 1-877-DTV-4ME2 (1-877-388-4632) or by mail to P.O. Box 2000, Portland, OR 97208-2000. Coupon orders will be filled on a first-come, first-served basis as already issued coupons expire, making additional money in the program available for reissue. Consumers will receive a list of eligible converter boxes and participating retailers with their coupons. Coupons expire 90 days after they are mailed, and only one coupon can be used to purchase each coupon-eligible converter box.

Deaf or hard of hearing callers may dial 1-877-530-2634 (English TTY) or 1-866-495-1161 (Spanish TTY).

Residents of nursing homes may apply by using a new pre-printed form or may use a letter if it includes all the required waiver information. The form is available at https://www.dtv2009.gov/docs/NursingHomeCouponApplication_en.pdf. These applicants must mail their requests.

Highlights of the News Release on Nursing Homes and POB Coupon Requests:

-Applicants living in licensed nursing homes, intermediate care facilities and assisted living facilities can request and receive ONE coupon. They will be required to provide their name, the name and address of the facility, and whether they receive television exclusively with an antenna, or through cable, satellite or other pay television service. A family member or a representative from the licensed facility may apply for the nursing home resident. Applications

will be accepted by mail ONLY. Applicants may use a new pre-printed form or applicants may use a letter if it includes all the required waiver information. For the form see: https://www.dtv2009.gov/docs/NursingHomeCouponApplication_en.pdf) The coupon will be mailed to the resident "in care of" the facility.

-Applicants who utilize a post office box for mail delivery will be able to request two coupons through the normal application process. While the coupons can now be mailed to an applicant's post office box, the applicant is required to provide the street address of their physical residence in addition to their post office box number on the application form.

TO ORDER COUPONS:

Consumers should call NTIA at 1-888-388-2009 or order online at www.dtv2009.gov.

COUPON APPEALS

For consumers who call 1-888-CALL-FCC and want to complain or appeal their coupon denial, it should be noted that these appeals are not being handled or processed by the FCC but by the NTIA. Consumers should also be advised that they have two options for pursuing a coupon appeal:

1. Consumers can send a letter describing the circumstances of their denial and explaining why they think their application should have been approved. Letters should be sent to P.O. Box 3815, Portland, Oregon 97208. Consumers can put as the subject line: COUPON PROGRAM COMPLAINT TO NTIA.
2. Consumers can also e-mail their appeal, with the same subject line as above, to consumersupport@dtv2009.gov.

It has been stated that by using the e-mail process, consumers will receive an answer more quickly.

Video Description & the Digital Transition QUICK FACTS

Video descriptions are a way to inform people who are blind or have other vision disabilities of what is happening on the television screen. Video description is the insertion of verbal descriptions about the setting and/or action in a program when information about these visual elements is not contained in the audio portion of the program. These descriptions supplement the regular audio track of the program.

Some programming has contained video descriptions for a number of years. At present, video descriptions are available through the secondary audio programming (SAP) channel on an analog stereo TV set or VCR.

In July 2000, the FCC adopted rules to make television more accessible to people with vision disabilities by mandating that a certain amount of programming contain video description. These rules took effect in April 2002, but were vacated by a federal court in November 2002. As a result, video description is not required. Nevertheless, some programming providers voluntarily continue to provide video descriptions.

Also, the requirement in Section 79.2 of the FCC's rules that emergency information provided on television be accessible to individuals who have vision disabilities is still in place. This means that broadcasters must orally describe any emergency information that is shown on the screen (*e.g.*, weather map showing tornadoes) and must accompany any emergency information that is not orally described (*i.e.*, information presented in a crawl or scroll) with an aural tone which instructs individuals with vision disabilities to turn to a radio or another source for more information.

With digital television, broadcasters have more audio channels on which to provide video description. Because digital television encodes audio in a different manner than the encoding used in analog television, digital television does not utilize a SAP channel to transmit video descriptions. The digital television standards provide for two types of main audio service and six types of associated services, including associated services for people with vision disabilities.

Website(s): www.dtv.gov DTV Website
<http://www.fcc.gov/cgb/consumerfacts/dtvvideodescription.html> Factsheet

Title: Video Description & the Digital Transition

FAQS:

1. What is Video Description?
2. What is the impact of digital television transition on video description?
3. Will televisions with digital tuners be able to process the audio services associated with the digital signals?
4. If I currently use available video descriptions to access television programming, what should I be aware of regarding the digital television (DTV) transition?

1. What is Video Description?

Video descriptions are a way to inform people who are blind or have other vision disabilities of what is happening on the television screen. Video description is the insertion of verbal descriptions about the setting and/or action in a program when information about these visual elements is not contained in the audio portion of the program. These descriptions supplement the regular audio track of the program.

Some programming has contained video descriptions for a number of years. At present, video descriptions are available through the secondary audio programming (SAP) channel on an analog stereo TV set or VCR.

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2. What is the impact of digital television transition on video description?

With digital television, broadcasters have more audio channels on which to provide video description. Because digital television encodes audio in a different manner than the encoding used in analog television, digital television does not utilize a SAP channel to transmit video descriptions. The digital television standards provide for two types of main audio service and six types of associated services, including associated services for people with vision disabilities. The standards also permit the transmission of secondary language programming. So while there was one option under the old analog TV service (*i.e.*, the SAP channel), broadcasters now have more audio channels to provide this voluntary service.

However, we note that inserting video descriptions into digital programming that was not created by the distributor may involve additional expense for broadcasters; for this reason, consumers should contact their local broadcasters to determine whether video description is offered.

3. Will televisions with digital tuners be able to process the audio services associated with the digital signals?

Televisions with digital tuners should be able to process the audio services associated with the digital TV signals through functions that are built into their systems. Consumers should confirm with the manufacturer, owner's manual or retailer prior to purchase to determine if this feature is included in the digital TV.

For consumers who will be using a digital-to-analog converter box to receive digital over-the-air television signals on an analog television, we note that some of the digital-to-analog converter boxes that have been approved for NTIA coupon eligibility are capable of processing the associated audio services that are broadcast by a digital television station. In particular, the WGBH National Center for Accessible Media, located in Boston, Massachusetts, has found that two specific coupon-eligible digital-to-analog converter boxes – the Digital Stream DTX 9900 and Insignia NS-DXA1 – have demonstrated the capability to pass through video description. (Federal law provides for two \$40.00 coupons per household to defer the costs of the digital-to-analog converter boxes. Consumers may find out more information about this coupon program, administered by the NTIA, at www.dtv.gov or at www.dtv2009.gov, or by calling 1-888-DTV-2009.) Coupons do expire 90 days after mailing.

However, because coupon-eligible digital-to-analog converter boxes are not required to have this feature, consumers are advised to check with the manufacturer, owner's manual or retailer prior to purchase to determine if a specific digital-to-analog converter box will serve their particular needs.

Accessing additional audio program streams (including video description) typically occurs either through a designated button on the remote control or through an on-screen menu. Unfortunately, if the controls on the television or digital-to-analog converter box are not accessible to people with vision disabilities, it may be a challenge to obtain the descriptions. In such cases, the consumer must know which audio stream the video description is on in advance, as well as how to access this channel. We therefore urge consumers to ask the manufacturer or retailer how audio streams are accessed prior to purchasing a digital television or digital-to-analog converter box. In addition, the consumer should ask whether the on-screen menus – as well as the remote controls that are used to access the on-screen menus – are accessible to individuals who have vision disabilities. Finally, the consumer should contact local television stations to see if they are transmitting video descriptions, and if so, for which programs.

Consumers using cable or satellite services should ask for additional information about the availability of video description from their service providers. To the extent that cable systems, satellite systems or other multi-channel video programming distributors receive programming with video description, those video descriptions should be delivered to the consumer. As with broadcast television, subscription-based television consumers must ensure that their television is capable of displaying available video descriptions and that video description functionality may be accessed by people with vision disabilities.

4. If I currently use available video descriptions to access television programming, what should I be aware of regarding the digital television (DTV) transition?

- After February 17, 2009, all full power broadcast television stations will broadcast only in digital format.
- The DTV transition will provide broadcasters with a greater number of audio channels with which they may provide voluntary video description.
- Digital-to-analog converter boxes are not required to process all associated audio services broadcast by a DTV station, so consumers should check with manufacturers and retailers to learn more about whether specific digital-to-analog converter boxes are able to provide video descriptions.
- Although televisions with digital tuners should be able to process the audio services associated with DTV signals, consumers should confirm that a particular digital television includes this feature by checking with the appropriate manufacturer or retailer.
- If purchasing a digital television or digital-to-analog converter box, consumers should ask the manufacturer or retailer how audio streams are accessed, and whether the remote control and on-screen menus are accessible to individuals with vision disabilities.
- Consumers using multi-channel video services (*e.g.*, cable or satellite) should ask their service provider for additional information about the availability of video description. To the extent that such providers receive programming with video description, those video descriptions should be delivered to the consumer.

DTV/Reception QUICK FACTS

Prior to making any changes to your current antenna or antenna system, you should check to see if it will receive the digital signals being broadcast in your area.

During the transition to digital TV, many stations are temporarily operating 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 or receiver. Check with the TV station to find out whether they are planning changes that will improve reception.

Title: **DTV/ Reception**

FAQS:

1. What is causing the static and snow or distortion on my TV?
2. I currently have a “splitter” on my antenna for my multiple TV’s. Will this situation cause reception problems for digital signals?
3. What factors can affect my TV reception?
4. Will I need to re-position my antenna to improve my reception?
5. I live near a broadcast station tower. Will my reception be affected?
6. I am connected to cable and have lost channels, is this a reception problem?
7. I purchased and connected Digital-to-Analog Converter Box but I can no longer receive analog broadcasts. What do I do?
8. I subscribe to satellite TV Service, but I do not receive my local broadcasts through them. Do I need to do anything to continue to receive these local broadcasts?

1. What is causing the static and snow or distortion on my TV?

When an analog TV signal is weak or receives interference, static, snow, and distortion will often appear on the screen, but you can watch the picture through the noise. Digital broadcasting will provide a clear picture even with a weak signal and in the presence of interference. However, if the digital signal falls below a certain minimum strength, the picture can suddenly

disappear. This “cliff effect” means that if you typically watch analog TV stations that have a lot of static and distortion, you may have to adjust or upgrade your antenna system to get a reliably good signal for digital broadcasts.

2. I currently have a “splitter” on my antenna for my multiple TV’s. Will this cause reception problems for digital signals?

Splitters are used to connect a single antenna to multiple receivers reduce the amount of signal available to each receiver. If you are having problems, check to see whether reception is improved without the splitter. In some cases an “active” splitter that includes an amplifier can solve the problem.

3. What factors can affect my TV reception?

Terrain, trees, buildings, the weather (rain, wind, humidity), and damaged/deteriorated equipment. Often digital reception can be improved just by changing the location of your current antenna. Moving it away from other objects and structures, or placing it higher can often improve reception.

4. Will I need to re-position my antenna to improve my reception?

Many antennas need to be oriented or aimed to get the best signal from the desired station. For indoor antennas, you may need to do this manually by trial and error. For outdoor antennas, a rotor that re-orientes the antenna can improve performance, particularly when trying to receive stations that transmit from different locations.

5. I live near a broadcast station tower. Will my reception be affected?

If you are near a station’s broadcast tower, reception of that station, as well as other stations, can be impeded by signal “overload”. Consider using an “attenuator” or removing amplifiers to improve your reception. (attenuator - a device for decreasing the amplitude of an electric signal)

6. I am connected to cable and have lost channels, is this a reception problem?

For voluntary business reasons, your cable company may decide to move some cable channels from its analog tier onto a digital tier, or may switch to all-digital service and stop providing any analog service. This is not required by the government.

7. I purchased and connected Digital-to-Analog Converter Box but I can no longer receive analog broadcasts. What do I do?

Consumers who want to watch programming from full-power stations still broadcasting in analog until February 17, 2009, or the analog programming from low-power, Class A, or translator TV stations, should look for digital-to-analog converter boxes that have “analog pass-through” capability.

These viewers will be able to watch analog broadcasts by turning off the power to the pass-through converter boxes and tuning their TV sets to the analog channels they want to watch.

Consumers who do not have analog pass-through boxes can use an A-B switch and/or a signal splitter and some extra cable to route the analog signals around the converter box in order to watch analog channels. Or, they can disconnect the antenna from the converter box and reconnect it directly to the TV to watch analog broadcasts. Check with your retailer on how to connect a converter box without analog pass-through so that you can watch both digital and analog broadcast programming. Also, the FCC is developing a Consumer Fact Sheet with instructions and diagrams on how to do so.

If you have already purchased a digital-to-analog converter box without analog pass through, you will have to by-pass the box (or turn the box off) in order to watch analog signals. You may need to use an A/B switch or splitter and extra wire to route the analog signals around the converter box to the TV to watch them. Some retailers have kits to do this. You may also just want to unplug the antenna from the box and plug it into the TV to watch the analog signals and vice-versa to watch the local digital signals.

Consumers may wish to try to return the digital-to-analog converter box to the retailer in exchange for an analog pass through box. However, if the retailer does not have these boxes, the consumer will not be able to get their coupons returned.

8. I subscribe to satellite TV Service, but I do not receive my local broadcasts through them. Do I need to do anything to continue to receive these local broadcasts?

If you subscribe to a satellite TV service and do not get your local broadcast stations through your satellite provider, you will need a digital-to-analog converter box to watch digital broadcasts on any analog TV in your home.

DTV Recycle - EPA QUICK FACTS

**If I no longer want my old TV, what should I do with it?
Recycle it!**

Call your local household hazardous waste collection and recycling program to find out whether they will be sponsoring an upcoming event to recycle TVs and other electronics.

For many working electronic products, donation is a good option because it facilitates reuse and extends the product life. **However, with the switch to digital broadcasting, many charitable organizations may no longer be accepting analog TVs. Please check with the organization before you drop off your analog TV.**

Digital-to-Analog Converter Boxes and Antennas-Troubleshooting

QUICK FACTS

A digital-to-analog converter box is a device that plugs into your analog TV and converts digital broadcast signals to analog signals so you can watch them on your analog TV.

To help consumers pay for digital-to-analog converter boxes, the Government established a coupon program. For information on the program, participating retailers, and eligible converter boxes, call 1-888-388-2009 (voice) or 1-877-530-2634 (TTY).

Digital-to-analog converter boxes can be set-up by following the instruction guide that comes with the converter box. You will still need to use an antenna with a digital-to-analog converter box.

Prior to making any changes to your current antenna, check to see if it will receive the digital signals being broadcast in your area.

A Troubleshooting Guide for Antenna Reception Issues is the response to Question 11.

Title: **Digital-to-Analog Converter Boxes and Antennas**

FAQS:

1. Do I need a digital-to-analog converter box?
2. Where can I buy a digital-to-analog converter box and how much will it cost?
3. How do I install my digital-to-analog converter box?
4. I've tried to install my digital-to-analog converter, box but it's not working. What should I do?
5. How do I make sure that I'm getting all the digital channels that are available in my area?
6. What if I want to continue watching analog broadcast stations with a digital-to-analog converter box?

7. What if I want to connect my VCR to my digital-to-analog converter box?
8. I have an older antenna that attaches to my TV with two wires. Will I be able to connect my older antenna and TV to a digital-to-analog converter box?
9. Do I need to connect my digital-to-analog converter box (or my digital TV) to a special "DTV antenna" or "HDTV antenna" to receive digital broadcast signals?
10. If I currently use "rabbit ears" or an indoor antenna on my TV, will I be able to receive digital signals or channels?
11. I am not getting good reception from the digital broadcast stations in my area. What should I do? (Troubleshooting Guide)
12. I'm receiving some, but not all digital TV stations in my area. Does this mean that there's something wrong with my antenna or receiver?
13. Do I need more than one antenna to provide digital broadcast signals to multiple TVs in my home?
14. I may have to replace my antenna. Can you tell me where I can find information on the location of broadcast towers and the different types of antennas that would be appropriate for the stations that I want to receive?

1. Do I need a digital-to-analog converter box?

A digital-to-analog converter box is a device that plugs into your analog TV and converts digital broadcast signals to analog signals so you can watch them on your analog TV. You will only need a digital-to-analog converter box to watch digital broadcast programming on an analog TV that is attached to a broadcast antenna (either "rabbit ears" on your set or an antenna on your roof). You do not need a digital-to-analog converter box if your TV is connected to a paid provider such as cable or satellite TV. If you have satellite TV, make sure you get your local channels through your dish. If not, you may need a digital-to-analog converter box. Check with your satellite provider if you are unsure. Also, you will not need a digital-to-analog converter box if you have a digital television (a TV with a built-in digital tuner).

2. Where can I buy a digital-to-analog converter box and how much will it cost?

Digital-to-analog converter boxes can be purchased at many consumer electronics retail stores. They are also available through several online retailers and can be ordered by phone. Digital-to-analog converter boxes have a one-time cost of between \$40 and \$70 each. To help consumers pay for digital-to-analog converter boxes, the Government established a coupon program in which each U.S. household can request up to two \$40 coupons to be used toward the purchase of eligible digital-to-analog converter boxes. The coupons expire after 90 days and must be used at the time of purchasing the converter box. For more information on the coupon program,

participating retailers, and eligible converter boxes, visit www.dtv2009.gov, or call 1-888-388-2009 (voice) or 1-877-530-2634 (TTY).

3. How do I install my digital-to-analog converter box?

You should refer to the manufacturer's instructions in the manual and/or the "quick start guide" provided with the converter box. If those are not available, you can use the instructions below from the FCC's basic guide to installing a digital-to-analog converter box.

To connect your digital-to-analog converter box to your analog TV you will need your analog TV, the antenna that you have been using (indoor or outdoor), and the coaxial wire that currently connects your antenna to your TV. It is important to know that you will still need to use an antenna with your digital-to-analog converter box. Your new converter box comes with a coaxial wire and a remote control. Make sure you unplug the power from your TV and, if you are using an indoor amplified antenna, from your antenna before you begin installing the converter box.

First unplug the existing coaxial antenna wire from your TV "Antenna In (RF)" port or socket. (In most cases this socket is found in the back of your TV.)

Then plug the existing coaxial wire into the "Antenna In (RF)" port on your converter box.

Then, using the coaxial wire that came with your converter box, plug one end into the "Out to TV (RF)" port on your converter box and the other end into the "Antenna In (RF)" port on your TV.

Now plug the power cords on your converter box, TV, and if you are using an indoor amplified antenna, your antenna into a power outlet and turn on all three. Tune your TV to channel 3 or 4 using the instructions that came with your converter box. Once you've tuned your TV to one of these channels, follow the on-screen set-up guide to scan for available DTV channels using the remote control that came with your converter box.

If you have specific questions about your converter box, you can call the manufacturer's technical support hotline or ask your retailer.

4. I've tried to install my digital-to-analog converter box, but it's not working. What should I do?

Check to make sure you plugged the existing coaxial wire into the "Antenna In (RF)" port on your converter box.

Check to make sure you plugged the coaxial wire that came with your converter box into the "Out to TV (RF)" port on your converter box and the other end into the "Antenna In (RF)" port on your TV.

Check to make sure you plugged the power cords on your converter box, TV, and if you are using an indoor amplified antenna, your antenna into a power outlet and turned them all on.

If your converter box, TV and amplified antenna are on but are not receiving any channels, try performing a channel scan through the menu system in the remote control that came with your converter box.

If you are still having difficulty, a friend, neighbor, or family member may be able to assist you.

If you decide to hire someone to assist you, get the price in writing before you agree to the job, and put any personal information you may keep in your home in a safe place.

5. How do I make sure that I'm getting all the digital channels that are available in my area?

You should perform a "channel scan" with your digital-to-analog converter box. Using the instructions that came with your converter box, tune your TV to channel 3 or 4, access the proper menu feature through your converter box's remote control, and follow the on-screen set-up guide to scan for available digital broadcast channels. The scan takes only 2-3 minutes and will help to ensure that you are receiving the digital broadcasts that are available in your area.

During the initial set-up process for a new DTV receiver (either a digital television set or a digital-to-analog converter box), the receiver should automatically scan for available digital channels. You should repeat this scan periodically to make sure that you are receiving all of the digital channels that are available in your area, and remember to do a re-scan on February 18, 2009. You should also perform a re-scan if you suddenly lose a digital channel that you had previously received, as the station may have moved to a different channel location.

6. What if I want to continue watching analog broadcast stations with a digital-to-analog converter box?

If you want to continue watching analog broadcast stations in your area (low-power, Class A, and TV translator stations are not yet required to stop broadcasting in analog), you should purchase a digital-to-analog converter box that has analog pass-through capability. This will allow the analog signals to pass through the converter box and be tuned by your analog TV. If you purchase a digital-to-analog converter box without analog pass-through capability, you can use an "A-B switch" and/or a "signal splitter" and some extra cable to route the analog signals around the converter box in order to watch analog broadcasts. Or, you can disconnect your antenna from the converter box and re-connect it directly to your TV to watch analog broadcasts. Check with the manufacturer of the digital-to-analog converter box and your retailer if you need additional instructions on how to connect the box to view broadcasts from both analog and digital stations.

NOTE: An analog pass-through box only receives a digital signal and then lets the analog signal still go to the TV. However, you will need to use the TV remote to get these channels. (without a

pass-through box, you will have to turn off the converter box to get the analog signal through the TV or you can install a signal splitter)

7. What if I want to connect my VCR to my digital-to-analog converter box?

Analog TVs and VCRs can receive digital television (DTV) broadcast signals by using a “Digital-to-Analog Converter Box” that can be purchased at retail stores. If you use a single converter box and Set-Up #1, you can watch and record one channel at a time. If you use two converter boxes and Set-up #2, you can watch one channel while recording a different channel.

Set-up #1: Watch and Record One Channel at a Time

Your new Converter box will come with a second coaxial wire and a remote control. Before you begin, you should unplug the power from your TV, VCR, and if you are using an indoor amplified antenna, your antenna.

Step 1. Unplug the existing coaxial antenna wire from your VCR “Antenna In (RF)” port.

Step 2. Plug the existing coaxial wire into the “Antenna In (RF)” port on your Converter Box.

Step 3. Using the coaxial wire that comes with your Converter Box, plug one end into the “Out To TV y(RF)” port on the Converter Box. Plug the other end into the “Antenna In (RF)” port on your VCR.

Leave your connection from the VCR to the TV as is (either an A/V cable or Coaxial Wire).

Step 4. Plug the power cords on your Converter Box, VCR, TV, and antenna (if it is an indoor amplified antenna) into a power outlet, and turn the devices on. Tune your VCR to channel 3 or 4 (follow the instructions in the converter box manual), and set your TV to display video from your VCR. Using the remote that comes with your Converter Box, follow the on-screen set-up guide to scan for available DTV channels, and begin enjoying the benefits of Digital Television! You will be able to record programming on the channel you are tuned to on your converter box.

Set-up #2: Watch One Channel while Recording a Different Channel

You will need your analog TV, the antenna you have been using (indoor or outdoor), the coaxial wire that currently connects your antenna to your TV (as pictured on the far right), four additional lengths of coaxial wire, a set of A/V cables (as pictured on the right), a 2-way splitter, and two converter boxes. Your new Converter boxes will each come with a coaxial wire, a set of A/V cables (three wires with red, white and yellow plugs), and a remote control. Before you begin you should unplug the power from your TV, VCR, and if you are using an indoor amplified antenna, your antenna.

Step 1. Unplug the existing coaxial antenna wire from your VCR “Antenna In (RF)” port.

Step 2. Unplug coaxial wire #2 from your VCR “To TV (RF)” port. Leave the other end of wire #2 plugged in to the TV.

Step 3. Plug the existing coaxial antenna wire into the “In” port on your 2-way splitter.

Step 4. Plug the loose end of wire #2 into the “Out to TV (RF)” port on Converter Box “A”.

Step 5. Plug one end of coaxial wire #3 into one of the “Out” ports on the 2-way splitter. Plug the other end into the “Antenna In (RF)” port on Converter Box “A”.

Step 6. Plug one end of coaxial wire #4 into the other “Out” port on the 2-way splitter. Plug the other end into the “Antenna In (RF)” port on Converter Box “B”.

Step 7. Plug one end of coaxial wire #5 into the “Out to TV (RF)” port on Converter Box “B”. Plug the other end into the “Antenna In (RF)” port on your VCR.

Step 8. Using your set of A/V cables, plug one end of the cables into the “A/V Out” ports on your VCR. Match the colors of the plugs to the colors of the ports, so that red plugs into red, white into white, and yellow into yellow. Plug the other end of the cables into the “A/V In” port on your TV set in the same way. If your TV does not have a red (Audio R) port, leave the red cable unplugged on both ends.

Step 9. Plug the power cords on your Converter Boxes, VCR, TV, and antenna, if amplified, into power outlets, and turn them all on. Tune your TV to channel 3 or 4 (follow the instructions in the converter box manual) to set up Converter Box “A”. Using the remote control that came with Converter Box A, follow the on-screen set-up guide to scan for available DTV channels.

Step 10. Set your TV to “Audio/Video In” and tune your VCR to channel 3 or 4 (follow the instructions in the converter box manual) to set up Converter Box “B”. Using the remote that came with Converter Box “B”, follow the on-screen set-up guide to scan for available DTV channels.

- If you want to record a program with your VCR, set the channel on your VCR to channel 3 or 4, and tune the converter box to the desired channel.
- If your Converter Box includes a “universal remote control” or you already have your own universal remote control, follow the instructions that come with your Converter Box to program the remote to work for the TV, VCR and the Converter Box.
- If you have a DVD Recorder or DVR, you should be able to connect it in a manner similar to the steps outlined above.

8. I have an older antenna that attaches to my TV with two wires. Will I be able to connect my older antenna and TV to a digital-to-analog converter box?

Yes, but you will need to get two adapters (also called "baluns" or "matching transformers"). An adapter is a device that converts or changes one type of jack or plug to another. These adapters will allow you to connect your older antenna and TV to the coaxial ports on your digital-to-analog converter box. Check with your retailer if you have any specific questions regarding the adapters you need.

9. Do I need to connect my digital-to-analog converter box (or my digital TV) to a special “DTV antenna” or “HDTV antenna” to receive digital broadcast signals?

No. If your television currently receives good quality reception on analog channels 2-51 with a broadcast antenna (either “rabbit ears” on your set or an antenna on your roof), it should be able to receive digital television (DTV) signals, including high definition television (HDTV) signals, with the same broadcast antenna. You may not need to purchase a “DTV antenna” or an “HDTV antenna” to receive DTV or HDTV signals.

10. If I currently use “rabbit ears” or an indoor antenna on my TV, will I be able to receive digital signals or channels?

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

Simple indoor antennas, such as rabbit ears, provide minimal performance that may or may not be suitable for your location. If you are unable to obtain satisfactory reception with your current indoor antenna, you may wish to obtain an indoor antenna that includes features for better reception of UHF signals and/or an amplifier to boost the received signal (also referred to as an active indoor antenna). Amplified antennas use electric power.

An outdoor antenna will get better reception than an indoor antenna. If you already have an outdoor antenna and are getting good quality reception from VHF and UHF channels, your antenna should work fine for digital television.

11. I am not getting good reception from the digital broadcast stations in my area. What should I do?

Troubleshooting Guide:

- Make sure your antenna receives both VHF and UHF signals. If you have rabbit ears on your set, make sure you also have a “loop” or a “bowtie” connected to your rabbit ears. Rabbit ears will receive VHF signals and the loop or bowtie will receive UHF signals.
- Make sure you have performed a channel scan (see question 5 above) with your digital-to-analog converter box or digital television.
- Access the “signal strength” feature on your digital-to-analog converter box or digital television and adjust your antenna to get the strongest signal. Digital reception can often be improved just by changing the location of your antenna. Moving it away from other objects and structures, or placing it higher can often improve reception. Some antennas need to be aimed to get the best signal from the desired location.

- If you get a good analog signal over the air but can't get the digital signal from the same station, check with the station to be sure it is broadcasting its digital signal at full power and from the same location as the analog station.
- TV reception can be affected by many factors such as the weather (rain, wind, humidity), terrain, trees, buildings, and damaged or deteriorated equipment.
- If you get a poor (snow, ghosting) analog signal, you may be unable to get the digital signal.
- If you are unable to get a digital signal from a station you are used to receiving, you may need to upgrade your antenna.

12. I'm receiving some, but not all digital TV stations in my area. Does this mean that there's something wrong with my antenna or receiver?

During the transition to digital broadcasting, many TV stations are temporarily operating at reduced power levels. So if you're not receiving certain digital TV stations, this does not necessarily mean there's something wrong with your antenna or receiver. Check with the TV station to find out whether they are planning any changes that will improve reception.

Also, when an analog TV signal is weak or receives interference, static, snow, and distortion will often appear on the screen, but you can watch the picture through the noise. Digital broadcasting will provide a clear picture even with a weak signal and in the presence of interference. However, if the digital signal falls below a certain minimum strength, the picture can suddenly disappear. This "cliff effect" means that if you typically watch analog TV stations that have a lot of static and distortion, you may have to adjust or upgrade your antenna system to get a reliably good signal for digital broadcasts.

13. Do I need more than one antenna to provide digital broadcast signals to multiple TVs in my home?

You can use a single antenna to provide digital broadcasts to multiple TVs in your home. But remember, each analog TV connected to your antenna will need its own digital-to-analog converter box to display digital broadcast programming. "Splitters" that are used to connect a single antenna to multiple receivers reduce the amount of signal available to each receiver. If you're having problems, check to see whether the reception is improved without the splitter. In some cases an "active" splitter that includes an amplifier can solve the problem.

14. I may have to replace my antenna. Can you tell me where I can find information on the location of broadcast towers and the different types of antennas that would be appropriate for the stations that I want to receive?

If you need assistance with upgrading your antenna system, check with a local antenna retailer or antenna installer. If you decide to hire someone to install a new antenna or upgrade your current

**Federal Communications Commission (FCC)
DTV Call Centers, RFQ 09000022
Amendment 0001 January 6, 2009**

antenna system, get the price in writing before you agree to the job, and put any personal information you may keep in your home in a safe place.

(REVISED)

4.0 Pricing

Prices identified in this section represent the prices for each of the contract items required for the task.

Description – Number of Calls	Unit of Issue	Unit Price				
		Base Period				
0 - 200,000	Each					
200,001 - 500,000						
500,001 – 1,000,000						
1,000,001 – 1,500,000						
2,000,001 – 3,000,000						
3,000,001 – 4,000,000						

Description	Unit of Issue	Unit Price				
		Base Period	Option Period 1	Option Period 2	Option Period 3	Option Period 4
Monthly Recurring Project Management	Each					

Description	Unit of Issue	Unit Price				
		Option Period 5	Option Period 6	Option Period 7		
Monthly Recurring Project Management	Each					

Description – Number of Calls	Base Period	Unit Price
0 - 200,000	One week period: February 15, 2009 through February 21, 2009	
200,001 - 500,000	One week period: February 15, 2009 through February 21, 2009	
500,001 – 1,000,000	One week period: February 15, 2009 through February 21, 2009	
1,000,001 – 1,500,000	One week period: February 15, 2009 through February 21, 2009	
1,500,001 – 2,000,000	One week period: February 15, 2009 through February 21, 2009	
2,000,001 – 3,000,000	One week period: February 15, 2009 through February 21, 2009	
3,000,001 – 4,000,000	One week period: February 15, 2009 through February 21, 2009	

DTV – Public TV Stations QUICK FACTS

The FCC recently adapted its rules governing public stations to the digital environment. Public broadcasters now have flexibility to enhance their ability to raise revenue to support their educational programming mission. Public TV's primary responsibility is to provide noncommercial, nonprofit, educational broadcast service.

Public TV stations are still prohibited from airing advertisements or commercials during their free broadcasting services, and they are still allowed to acknowledge contributions or underwriting donations from for-profit organizations with announcements describing those organizations.

Title: **DTV – Public TV Stations**

FAQS

1. Can a public TV station (PBS) air commercials or advertisements on digital TV?
2. What are non-broadcast ancillary and supplementary services?
3. Are all public TV stations (PBS) broadcasting in digital only format at this time?

1. Can a public TV station (PBS) air commercials or advertisements on digital TV?

Public TV stations are still prohibited from airing advertisements or commercials during their free broadcasting services, and they are still allowed to acknowledge contributions or underwriting donations from for-profit organizations with announcements describing those organizations.

They may also still provide commercial services, including advertisements, as non-broadcast ancillary or supplementary services. Those ancillary and supplementary services may not detract from their digital broadcast service.

2. What are non-broadcast ancillary and supplementary services?

Ancillary and Supplementary services are services other than a free video broadcast signal.

These services include, but are not limited to, computer software distribution, data transmissions, teletext, interactive materials, aural messages, paging services, audio signals, subscription video, and any other service that does not interfere with or detract from a non-commercial educational (NCE) television station's basic broadcast service.

NCE television licensees may include advertising in their ancillary or supplementary services to the extent that such services do not constitute broadcasting (Note: Free data or audio services would be considered broadcasting and may not include advertising).

3. Are all public TV stations (PBS) broadcasting in digital only format at this time?

Eleven percent (11%) of public TV stations them have built their stations early and are already providing enhanced digital TV services to those of its member stations that are already operating digitally.

Today, more than 85 percent of public TV stations are on the air with a digital signal.

Digital "Plug and Play" QUICK FACTS

The FCC has adopted rules for digital "plug and play" which means consumers can plug their cable directly into their digital TV set without the need of a set-top box or navigation device.

The new rules will permit TV sets to be built with "plug and play" functionality for one-way digital cable services, which include typical cable programming services and premium channels like HBO and Showtime.

Consumers will have to obtain a security card (often called a "POD" or "cable card"), from their local cable operator, to be inserted into the TV set.

Rule: DA/FCC 03-225
Section 304, Telecomm Act Of 1996

Title: Digital "Plug and Play"

FAQ's

1. What is "plug and play?"
2. What is a cable card?
3. Is there a charge for a cable card?
4. Will I Need A Set-Top Box if I Have a Plug-and-Play Set?

1. What is "plug and play?"

Increasingly, cable services are being provided in digital format and broadcast stations are in the midst of a transition from analog to all-digital service. Currently, analog cable-ready TVs are available for basic analog services over cable, but not for digital services over cable, including "plug-and-play." A "plug-and-play" television is a digital television that you can plug directly into your cable system to receive analog and most digital cable services without the need for a set-top box. To use "plug-and-play" you will need a security card.

2. What is a cable card?

Digital plug-and-play is a new technology. To use it, you need to get a security card (also known as a "Cable CARDTM") from your cable provider. The Cable Card will plug into a slot on your

plug-and-play set and will permit you to receive scrambled programming, including premium services, to which you've subscribed.

CableCard's first function--and arguably its most important--is to prevent people from stealing cable TV. Like a set-top box, it stores subscriber information and codes for unlocking and viewing scrambled digital-cable signals.



3. Is there a charge for a cable card?

Cable Cards cost around \$1.50 - \$3.00 per month, installation charges do exist, however (especially since this is a new technology) and run anywhere from \$25.00-\$45.00 depending on the cable provider. Consumers are always advised to shop around for the best deal.

4. Will I Need A Set-Top Box if I Have a Plug-and-Play Set?

The first generation of plug-and-play sets will be able to receive one-way programming only, including analog basic, digital basic, and digital premium cable programming.

If you want to receive certain advanced digital cable services like pay-per-view, video-on-demand, cable operator enhanced program guide, or interactive data enhanced television service, using a first generation set, you will need a set-top box. You may also need a set-top box to receive other cable operator-provided services, such as those that incorporate the features of a personal video recorder.

Negotiations are underway between the cable and consumer electronics industries to establish standards that would permit plug-and-play sets to provide advanced two-way services as well.

PO Boxes/Nursing Homes & Coupon Requests QUICK FACTS

The Secretary of Commerce announced on September 16, 2008 that residents of licensed nursing homes, intermediate care facilities, assisted living facilities and households that use a post office box for mail delivery will be eligible to request coupons from the TV Converter Box Coupon Program. This affects the NTIA Coupon Program and the rule change took effect October 20, 2008.

This allows nursing home residents to request and receive one coupon. It also allows households that rely on a post office box for their mail to request two coupons to be mailed to their P.O. box.

Rules: The Digital Television Transition and Public Safety Act of 2005

Highlights of the News Release:

Applicants living in licensed nursing homes, intermediate care facilities and assisted living facilities can request and receive ONE coupon. They will be required to provide their name, the name and address of the facility, and whether they receive television exclusively with an antenna, or through cable, satellite or other pay television service. A family member or a representative from the licensed facility may apply for the nursing home resident. Applications will be accepted by mail ONLY. Applicants may use a new pre-printed form or applicants may use a letter if it includes all the required waiver information. The coupon will be mailed to the resident "in care of" the facility.

Applicants who utilize a post office box for mail delivery will be able to request two coupons through the normal application process. While the coupons can now be mailed to an applicant's post office box, the applicant is required to provide the street address of their physical residence in addition to their post office box number on the application form.

Setting up Your Digital to Analog Converter Box QUICK FACTS

Analog TVs can receive digital television (DTV) signals by using a "Digital-to-Analog Converter Box" that can be purchased at retail stores. If you have a single antenna (such as "rabbit ears" on your TV or an aerial on your roof) and one analog TV, the basic set-up below will convert digital broadcasts so that they can be received and viewed on your analog TV.

This guide will help you prepare so that when you purchase a converter box you will know what to expect and whether you may need help setting it up.

The Mailout for this resolution is the 4 mailouts for Setting of a Converter box. (you can click on the links below for each instruction separately)

Setting Up Your Digital-to-Analog Converter Box (Basic)

This describes the installation of a digital-to-analog converter box with your current antenna and analog TV. You will need your analog TV, the antenna you have been using (indoor or outdoor), and the coaxial wire that currently connects your antenna to your TV (as pictured on the right). Your new converter box will come with a coaxial wire and a remote control. Before you begin the installation of the converter box, you should unplug your TV and from your antenna, if you are using an indoor, amplified antenna.

Step 1 Unplug the existing coaxial antenna wire from your TV "Antenna In (RF)" port.

Step 2 Plug the existing coaxial wire into the "Antenna In (RF)" port on your Converter Box.

Step 3 Using the coaxial wire that comes with your Converter Box, plug one end into the "Out To TV (RF)" port on the Converter Box. Plug the other end into the "Antenna In (RF)" port on your TV.

Step 4 Plug the power cords on your Converter Box and TV into a power outlet, and turn on your TV and Converter Box. If you are using amplified rabbit ears, make sure the antenna is also plugged in. Use the instructions that come with your Converter Box and tune your TV to

channel 3 or 4. Using the remote that comes with your Converter Box, follow the on-screen set-up guide to scan for available DTV channels.

If your Converter Box includes an "analog pass-through" feature, this set up will also allow you to receive any stations that still broadcast in analog in your area. Follow the instructions that come with your Converter Box for how to tune analog channels.

Setting Up Your Digital-to-Analog Converter (Basic with twin-lead antenna wire)

This describes installation of a digital-to-analog-converter box if your TV set has twin-lead terminals for attaching the antenna, instead of a coaxial connector plug or port.

You will need your analog TV, the antenna you have been using (indoor or outdoor), the twin-lead wire that currently connects your antenna to your TV, and two adaptors or "matching transformers" as shown below. Before you begin the installation of the converter box, you should unplug the power from your TV and from your antenna, if you are using an indoor, amplified antenna..

Step 1 Unscrew the existing twin-lead antenna wire from your TV "Antenna In" twin-lead terminals.

Step 2 Attach the existing twin-lead antenna wire to the twin-lead terminals on the twin-lead adaptor. Then plug the adaptor's coaxial connector into the "Antenna In (RF)" port on the Converter Box.

Step 3 Using coaxial wire, plug one end into the "Out To TV (RF)" port on the Converter Box. Plug the other end into the coaxial port on the coaxial adaptor. Then attach the twin-lead output of the coaxial adaptor to your TV "Antenna In" twin-lead terminals.

Step 4 Plug the power cords on your Converter Box and TV (and antenna, if you are using an indoor, amplified antenna) into a power outlet, and turn on your TV and Converter Box. Use the instructions that come with your Converter Box and tune your TV to channel 3 or 4. Then using the remote that comes with your Converter Box, follow the on-screen set-up guide to scan for available DTV channels.

If your Converter Box includes an "analog pass-through" feature, this set up will also allow you to receive any stations that still broadcast in analog in your area. Follow the instructions that come with your Converter Box for how to tune analog channels.

Setting Up Your Digital-to-Analog Converter Box with a VCR

Analog TVs and VCRs can receive digital television (DTV) broadcast signals by using a "Digital-to-Analog Converter Box" that can be purchased at retail stores. If you use a single converter box and Set-Up #1, you can watch and record one channel at a time. If you use two converter boxes and Set-up #2, you can watch one channel while recording a different channel.

Set-up #1: Watch and Record One Channel at a Time

Your new Converter box will come with a second coaxial wire and a remote control. Before you begin, you should unplug the power from your TV, VCR, and antenna, if you are using an indoor, amplified antenna.

Step 1. Unplug the existing coaxial antenna wire from your VCR "Antenna In (RF)" port.

Step 2. Plug the existing coaxial wire into the "Antenna In (RF)" port on your Converter Box.

Step 3. Using the coaxial wire that comes with your Converter Box, plug one end into the "Out To TV (RF)" port on the Converter Box. Plug the other end into the "Antenna In (RF)" port on your VCR.

Leave your connection from the VCR to the TV as is (either an A/V cable or Coaxial Wire).

Step 4. Plug the power cords on your Converter Box, VCR, TV, and antenna, if you are using an indoor, amplified antenna, into a power outlet, and turn the devices on. Tune your VCR to channel 3 or 4 (follow the instructions in the converter box manual), and set your TV to display video from your VCR. Using the remote that comes with your Converter Box, follow the on-screen set-up guide to scan for available DTV channels, and begin enjoying the benefits of Digital Television! You will be able to record programming on the channel you are tuned to on your converter box.

Set-up #2: Watch One Channel while Recording a Different Channel

You will need your analog TV, the antenna you have been using (indoor or outdoor), the coaxial wire that currently connects your antenna to your TV (as pictured on the far right), four additional lengths of coaxial wire, a set of A/V cables (as pictured on the right), a 2-way splitter, and two converter boxes. Your new Converter boxes will each come with a coaxial wire, a set of A/V cables (three wires with red, white and yellow plugs), and a remote control. Before you begin you should unplug the power from your TV, VCR, and antenna, if you are using an indoor, amplified antenna.

Step 1. Unplug the existing coaxial antenna wire from your VCR "Antenna In (RF)" port.

Step 2. Unplug coaxial wire #2 from your VCR "To TV (RF)" port. Leave the other end of wire #2 plugged in to the TV.

Step 3. Plug the existing coaxial antenna wire into the "In" port on your 2-way splitter.

Step 4. Plug the loose end of wire #2 into the "Out to TV (RF)" port on Converter Box "A".

Step 5. Plug one end of coaxial wire #3 into one of the “Out” ports on the 2-way splitter. Plug the other end into the “Antenna In (RF)” port on Converter Box “A”.

Step 6. Plug one end of coaxial wire #4 into the other “Out” port on the 2-way splitter. Plug the other end into the “Antenna In (RF)” port on Converter Box “B”.

Step 7. Plug one end of coaxial wire #5 into the “Out to TV (RF)” port on Converter Box “B”. Plug the other end into the “Antenna In (RF)” port on your VCR.

Step 8. Using your set of A/V cables, plug one end of the cables into the “A/V Out” ports on your VCR. Match the colors of the plugs to the colors of the ports, so that red plugs into red, white into white, and yellow into yellow. Plug the other end of the cables into the “A/V In” port on your TV set in the same way. If your TV does not have a red (Audio R) port, leave the red cable unplugged on both ends.

Step 9. Plug the power cords on your Converter Boxes, VCR, TV, and antenna if you are using an indoor, amplified antenna into power outlets, and turn them all on. Tune your TV to channel 3 or 4 (follow the instructions in the converter box manual) to set up Converter Box “A”. Using the remote control that came with Converter Box A, follow the on-screen set-up guide to scan for available DTV channels.

Step 10. Set your TV to “Audio/Video In” and tune your VCR to channel 3 or 4 (follow the instructions in the converter box manual) to set up Converter Box “B”. Using the remote that came with Converter Box “B”, follow the on-screen set-up guide to scan for available DTV channels.

- If you want to record a program with your VCR, set the channel on your VCR to channel 3 or 4, and tune the converter box to the desired channel.
- If your Converter Box includes a “universal remote control” or you already have your own universal remote control, follow the instructions that come with your Converter Box to program the remote to work for the TV, VCR and the Converter Box.
- If you have a DVD Recorder or DVR, you should be able to connect it in a manner similar to the steps outlined above.

Attachment 5

DIGITAL TELEVISION TRANSITION FCC Initiatives in Next 30 Days

Nationwide Outreach

- 222 Commission employees have volunteered to participate in our nationwide DTV Transition outreach effort.
 - 124 from FCC Headquarters
 - 98 from 23 Field Offices
- The country has been divided in to six regions that largely mirror the Nielsen regions:
 - East Central (29 DMAs in 5 states)
 - Northeast (26 DMAs in 12 states and the District of Columbia)
 - Pacific (31 DMAs in 8 states)
 - Southeast (46 DMAs in 8 states)
 - Southwest (32 DMAs in 5 states, plus Puerto Rico)
 - West Central (46 DMAs in 12 states)
- Commission staff will have visited all 210 DMAs at least once before February 17, 2009 and conducted targeted outreach.
- The 81 cities with over 15% OTA or over 100,000 OTA viewers, and Puerto Rico, will have been visited by FCC staff for the equivalent of 3 staff on the ground for at least 4 weeks. We have conducted extensive outreach and education in these high OTA communities.
- We have worked with grassroots organizations and others to help facilitate assistance to consumers in hooking up their converter boxes.

Media Activities

- **Continue to run video and radio PSAs.** Per Nielsen, the Commission's TV PSAs were the 4th most-watched public service announcements in America in the month of November. The broadcasters voluntarily run PSAs at a time of their choosing, at no cost to the FCC.
- **Continue to display nationwide billboards and transit ads – the “outdoor PSA program.”** The markets selected for this program are from our list of 82 high OTA markets. Markets scheduled to receive billboards in December, January and February: Cincinnati, Dallas-Ft. Worth, Los Angeles, Miami-Ft. Lauderdale, and Harlingen-Weslaco-Brownsville-McAllen.

- **Continue to respond to requests for radio interviews:** We are making our Regional Supervisors available to do short and long format taped interviews that can be broadcast on several owned stations in the market during various times of the day and on various days of the week. Upcoming interviews include KIRX (Kirskville, MO), WHSK (West Jefferson, NC), WATA (Boone, NC), Newstalk 1200 (Winston-Salem, NC), Mix 102.3 (Boone, NC), 100.7 Mac (Elk, NC), and Glory 1130 (Newland, NC), WFLB-FM (Laurinburg, NC), WKML-FM (Fayetteville, NC) and WAZZ-AM (West Jefferson, NC).

Publications

- Partner with newspapers, particularly those serving rural areas, to assist us in spreading the word about the DTV transition. For example, our North Carolina team recently secured a commitment from the publisher of the Taylorsville Times in Alexander County to distribute our one-page flyers in their weekly newspaper. The distribution reaches approximately 75% of the county's rural population of 35,000 citizens, many of whom are over-the-air viewers.

“Ask the FCC” Events

- **Continue to hold “Ask the FCC,” town-hall-style events in markets with a high percentage of OTA viewers but a low OTA participation in the converter box coupon program.** Each event features an FCC speaker, question and answer session, converter box demonstration, and opportunity to sign up for coupons on the Internet. Educational materials will be available in English and other languages appropriate for the community.
- Events are currently planned in a number of high over-the-air DMAs, including:
 - Albuquerque
 - Atlanta
 - Cincinnati
 - Cleveland
 - District of Columbia
 - Duluth-Superior
 - Elkhart (IN)
 - Erie
 - Eugene (OR)
 - Harlingen
 - Hattiesburg (MS)
 - Hillsboro (OR)
 - Houston
 - Jacksonville
 - Junction City (OR)
 - Lake Oswego (OR)

- Miami
- Minneapolis-St. Paul
- Norfolk
- Oakland (CA)
- Orlando
- Portland (OR)
- Redding (CA)
- Roanoke
- Sacramento
- St. Louis
- Tri-Cities (VA)
- Tulsa

Local Governments

- We are continuing to work with local governments, particularly Departments of Aging, Senior Centers, Departments of Social Services, libraries, and other arms of government that work directly with vulnerable consumer groups.
- Examples of upcoming events include:
 - January 12 – Awareness session at Kanawha Valley (WV) Senior Services
 - January 12 – Awareness sessions at Valley Senior Citizens Center, Hillyard Senior Center, Sinto Senior Activity Center, and Mid-City Senior Center, Spokane DMA
 - January 12 – 15 – Awareness sessions at 5 libraries and seniors centers in the Salt Lake City DMA
 - January 13 – “train the trainer” with Farmington Hills “Home Chore Volunteers” (Grand Rapids DMA)
 - January 13 - DTV educational tour through multiple senior centers in northern Summit County (Cleveland DMA)
 - January 13 – Kootenai County Board of Commissioners “Ask the FCC” Presentation
 - January 14 - Presentation to the Metropolitan Housing Authority in Columbus, Ohio
 - January 14 – Training for the Philadelphia Corps for the Aging

- January 13/14/15 – Presentations at Pinedale, Romain, Lafayette, Einstein, Ted C. Wills, and Hinton Senior Centers in Fresno-Visalia DMA
 - January 26 - Presentation at Troy parks and recreation senior center (Detroit DMA)
 - January 27 – Workshop with DC Office of the People’s Counsel
 - January 29 - Sessions at Danbury Senior Center, Toledo, OH
 - January 29 – Session at Marsing Senior Center, Marsing, ID
 - Throughout January – “Sign up and set up” events with the Philadelphia Housing Authority
 - Throughout January – 13 events at libraries in the Tyler/Longview, TX area
 - Throughout January – 10 events at senior center, libraries and county offices in the Minneapolis-St. Paul DMA
 - January and February – 9 presentations are currently scheduled at Chicago libraries, senior centers, and community centers.
- Continue working with Area Agencies on Aging. Examples of upcoming meetings and events include:
 - January 9 – Laramie (WY) AAA
 - January 12 – Youngstown (OH) AAA
 - January 13 – Akron-Canton (OH) AAA
 - January 14 – Pike’s Peak (CO) AAA
 - January 14 - Eureka (CA) AAA
 - January 16 – Dayton (OH) AAA
 - January 22 – Joplin (MO) AAA
 - January 26 – Douglas (WY) AAA
 - January 27 - Natrona and Freemont County (WY) AAAs

Sports Teams

- Continue to work with the NBA and NHL to reach consumers and expand to as many teams across the country as possible. Activities include running DTV PSAs on Jumbotron and hosting information tables/kiosks at games. Both leagues are also running web banners, and the NHL is running ads on the NHL Network.
 - The Phoenix Suns are airing the FCC’s DTV educational video at its games free of charge. Since the average home attendance at Phoenix Suns

games for 2007-2008 was 18,422 people, this enables us to provide information and raise awareness to tens of thousands of people.

- We are in discussions with the Minnesota Timberwolves (NBA) and Minnesota Lynx (WNBA), which are considering producing PSAs using their players for local broadcast and in-arena announcements.
- The NHL's Columbus Blue Jackets have provided us with a reduced-cost kiosk at five of their January and February home games. Two FCC staff will answer questions about the transition, sign consumers up for coupons, and demonstrate the use of a converter box. An average of 16,000 fans attend every Blue Jackets home game, and the stadium will provide both an audio announcement via the PA and a video announcement on their "Matrix Board" to let them know that FCC representatives are available.
- We will continue hosting tables at minor league hockey games, as well. Upcoming events include the Des Moines Buccaneers game on January 9 and Cedar Rapids Roughriders game on January 26.
- We will continue to contact colleges and universities in high-OTA areas and ask them to run DTV PSAs and make DTV announcements during the basketball games. For example, January 10, we will host a table at the Marshall University v. East Carolina Men's Basketball game.

Retailers

- Continue to hold events with converter box retailers at locations across the country where FCC staff demonstrates how to install a converter box and assists consumers with coupon applications. Examples of a few of the most recent and upcoming events include:
 - January 10 – Best Buy in Austin, TX
 - January 10 – K-Mart in Des Moines
 - January 10 – Mall of America, MN
 - January 10 – Wal-Mart in Mitchell, SD
 - January 10 – 11 – Chapel Hill Mall in Colorado Springs, CO
 - January 12 – Best Buy in Minneapolis
 - January 13-14 – Millcreek Mall in Erie, PA
 - January 15 – Wal-Mart in Green Bay, WI
- We are in discussions with several converter box retailers to co-sponsor events with us where the retailer brings a large supply of converter boxes to underserved rural areas. This will permit consumers who live a great distance from a retail outlet to purchase a converter box closer to home.

Faith-Based and Community Organizations

- Continue to reach out to faith-based and other community organizations, such as Catholic Charities, National Baptist Associations & AME Zion Conference, including providing content to organizations for newsletter insertions and conducting joint awareness sessions.
- Continue to work with organizations such as the New York Catholic Charities Neighborhood Services and Meals on Wheels in Pennsylvania, Washington, DC, and Northern Virginia that have agreed to distribute DTV information to their clients.
- Continue to work with Salvation Army, Goodwill and other local assistance organizations. For example, information events are planned January 9 in Charleston, WV and Spencer, WV.
- Continue to work with United Way, 211 and 311 operations around the country to provide DTV information to consumers. Examples of established partnerships include Denver, Indianapolis, Missouri, South Bend, South Carolina, South Dakota, and Montgomery County, MD.
- Continue to provide training to groups such as Western Idaho Community Action Partnership, which runs programs for low-income families, non-English speakers and the elderly.
- Continue to reach out to local food banks throughout the country to provide DTV information to their patrons, many of whom are low-income. For example, in South Carolina, we have partnered with the Harvest Hope Food Bank, which is distributing 10,000 copies of our one-pager (Spanish on one side and English on the other) in the bags of food that it distributes to citizens. The Food Bank serves 20 counties in South Carolina and works with 400 groups to distribute food to those needing it.
- Continue working with local chapters of groups such as AARP. For example, on February 3, we have scheduled training for AARP volunteers in the Salt Lake City area.
- Continue working with local community organizations, such as Lions, Elk, Moose and Rotary. Examples of upcoming events include meetings with on January 12 with the Missoula Lions Club, Missoula Rotary Club, and Hellgate Amateur Radio Club, also in Missoula, MT.

Other Events and Exhibitions

- Continue to host DTV transition booths at various large events for our targeted constituents. Examples of upcoming events include:

- ““Que Pasa” in Raleigh, North Carolina, where approximately 10,000 Spanish-speaking consumers from the Raleigh, Charlotte, and Greensboro areas will be in attendance.
- Missoula, MT Health Fair on January 10
- Health Expo in Knoxville, TN, January 22-25.
- LaCrosse Area (WI) Boat, Sport, and Travel Show February 12 - 15
- DC Health & Fitness Expo in the beginning of January, which is expected to attract 80,000 attendees.
- Black Expo in Austin, TX on January 31
- Continue to exhibit at farm shows. Upcoming events include:
 - Harrisburg Farm Show (Pennsylvania, January 11-17)
 - Midwest Farm Show (Wisconsin, January 14 and 15)
 - Rice Lake Farm Show (Minnesota, January 27 – 29)
 - Southwest Farm and Ranch Classic (Texas, January 27-29)
 - Iowa Power Farming Show (Iowa, February 3-5)
 - National Farm Machinery Show (Kentucky, February 11-14)
- Continue to exhibit at Home Shows. Upcoming events include:
 - El Paso Home Show (January 9-10)
 - Colorado Springs Home Show (January 16–18)
 - 7th Annual Home Expo in Missoula, MT (February 7th)

Other Regional Activities of Interest:

- **Northeast**
 - Continue our partnership with the *VA Hospitals* throughout the region by sending information to all the VA hospitals, asking them to loop our DTV educational video in their waiting rooms where feasible, and holding information sessions at those hospitals that request them.
 - Contact *regional transit authorities* to ask that they post DTV posters at rest stops and toll booths. To date, the NJ Transit Authority agreed to post DTV posters at each of the 75 rest stops along the New Jersey Turnpike. An average of 560,000 vehicles travel on the NJ Turnpike each day.
 - Working with Congressman Tierney’s office to hold two, televised community awareness events in Gloucester, MA.

- Working with local Hispanic organizations in Maryland, DC and Virginia to hold “sign up and set up” events at Hispanic Work Centers.

- **Pacific**

- In January, we will be training several hundred volunteers with the *International Refugee Committee* in Northern California to assist the refugee community.
- Continue working with *ESL (English as a Second Language) classes* to provide DTV information and converter box hookup information to non-English speaking consumers. These efforts will be expanded to additional markets.
- Continue close coordination with *Asian-American community*.
Upcoming and recent events include:
 - January 9 - Asian American Chamber of Commerce (Arcadia, CA)
 - January 9 – Christian Herald and Asian church groups host session for low-income consumers and seniors
 - January 9 – Asian Cultural and Service Center in Los Angeles hosts event for seniors and people with disabilities.
 - January 10 - Mayor of Alhambra and Korean Americans News Media meeting in Koreatown (Los Angeles)
 - January 10 – Awareness session and demonstration with Gene H. Yoo, President, HANA Media, and Korean American Community
 - January 10 – Presentation to Korean American Chamber of Commerce of Los Angeles
 - January 10 - Meeting with Japanese Chamber of Commerce of Southern California
 - January 12 - Meeting with Mayor of City of Rosemead, Ms Polly Low, including training for office manager and staff on converter box set up and access of the Chinese-language DTV channel
 - January 12 - Meeting with Thai Chamber of Commerce of Southern California, Chino, CA
 - January 12 - Meeting with City of Monterey Park Council Member Monterey Park, CA
 - January 13 – Awareness session at U.S. Pan-Asian Chamber of Commerce for officers and staff.
 - January 13 - Meeting with Chinese Christian Herald, San Gabriel, CA
 - January 14 – All-day event with the Senior Chinese service Center, Rosemead, CA
 - January 15 – All-day event with Vietnamese Community in Rosemead, CA

- January 16 – 18 - Asian American Expo (expected attendance is more than 30,000)
 - January 25 – February 2 – Chinese New Year Celebrations in San Francisco and Oakland (exhibit and parade)
 - February 2 – 5 - Vietnamese District of the Christian & Missionary Alliance, Lunar New Year Celebration San Francisco, CA
 - February 6 - Vietnamese and Cambodian Buddhist Temple, Oakland, CA
 - February 5 – Presentation to non-English-speaking seniors at Asian American Happy Senior Citizens, Oakland, CA
 - February 6 - Meeting with Pan Asian American chamber of commerce, San Francisco, CA.
 - February 7 - Vietnamese American Senior Service Center, San Francisco, CA
- On January 14, event at Humboldt State University with Hispanic community.
 - On January 15, training with *Head Start* volunteers in Eureka, CA.
- **Southwest**
 - Provide local *school districts* in the Southwest Region DTV language for their newsletter for distribution to the parents with children ranging from elementary to high school.
 - Continue working with *VA hospital* in Albuquerque
 - Working with Tulsa *fire department* regarding installation of converter boxes.
- **West Central**
 - Awareness session with Confederation of Somali Community, Minneapolis, MN on January 12.
 - Presentations to the Hmong and Laotian groups in Wausau-Rhineland on January 15.
 - “Train the trainer” at the Sioux Falls, SD Multicultural Center on January 21.
 - Visit to Pine Ridge Indian Reservation in South Dakota on January 28.