

Major Communications Data Version 1.1

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Title (Clear Heading)	Short (no more than 5 sentences) overview of the main communications points	Date and time of communication	Additional citizen friendly tags (e.g. recovery, stimulus) that can be used on Recovery.gov to help present the news items (separate tags with ";")	Link to Communications Item	Type of Major Communication (Press Release, Video, Press Event, Other)	Text of Major Communications (Press Release, Video, Press Event, Other)
Commerce Secretary Gary Locke, Governor Martin O'Malley Urge Americans to Get Ready for National Switch to Digital TV	Secretary of Commerce Gary Locke and Maryland Governor Martin O'Malley held a community gathering promoting the national switch to digital TV on June 12, 2009. Starting in May the Department of Commerce will launch outreach programs across the country to provide assistance with the DTV transition. Additional funding provided through the Recovery and Reinvestment Act allows the Commerce Department's National Telecommunication and Information Administration to eliminate the waiting list for DTV converter box coupons.	04/29/2009 12:00 AM	Digital TV, converter box, coupons, DTV, DTV Delay Act, analog, TV, Governor Martin O'Malley, Recovery and Reinvestment Act, June 12, transition, digital	http://www.commerce.gov/NewsRoom/PressReleases_FactSheets/PRO001_007928	Press Release	Commerce Secretary Gary Locke, Governor Martin O'Malley Urge Americans to Get Ready for National Switch to Digital TV
						<i>Locke Announces Outreach Efforts to Help Vulnerable Populations Prepare for June 12 Transition</i>
						BALTIMORE COUNTY, MD—Secretary of Commerce Gary Locke and Maryland Governor Martin O'Malley encouraged Americans to prepare for the June 12 switch to digital television at a community gathering today at Liberty Senior Center in Randallstown, Maryland. Secretary Locke commended local volunteers who are assisting senior citizens who rely on over-the-air television in their community with the upcoming digital transition.
						"The national switch to digital television is just around the corner, and there won't be another delay. We will continue work with leaders like Governor O'Malley and our community partners to reach out to our most vulnerable communities to ensure Americans are ready for June 12, so they can continue to receive important local news, favorite programs and emergency information," said Secretary Locke. "If you're already prepared for the switch to digital TV, help make sure your friends and family are ready too."
						President Obama signed the DTV Delay Act in February, which postponed the date television stations have to end their analog broadcasts and transition to digital signals to June 12. The President acted out of concern for millions of Americans who were not prepared for the switchover.

