

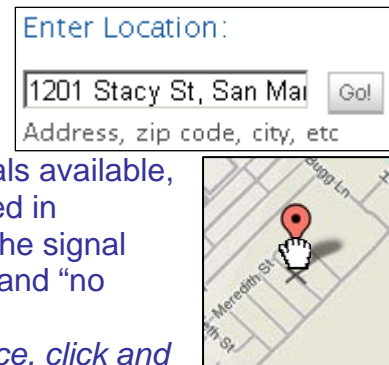
Using the FCC's Mapping Tool to Help Consumers Choose a Receiving Antenna: Guidance for Retail Sales Staff

The following instructions are intended to help retail sales staff who use the Commission's mapping tool to assist consumers in choosing an appropriate television receiving antenna:


(1) Go to www.dtv.gov/maps

(2) In the "Enter Location" box at the upper left side of the page, fill in the consumer street address, city and state, and Zip Code, and then click "Go." This will bring up a map showing the consumer's location and, to the left of the map, a list of the digital TV signals available, color coded by signal strength at the location and listed in descending order of signal strength at the location. The signal strength categories are "strong," "moderate," "weak," and "no signal."

Tip – If the tool doesn't put the marker in the right place, click and drag it to correct it.



(3) Clicking on the call sign for a station will place the station's transmitter location on the map (along with the consumer's location), provide information about its signal strength at the consumer's address, and provide the RF ("radio frequency") channel used for the digital transmission. Click on the call sign for all stations of interest in order to map the full range of transmitter locations that the consumer's antenna would need to cover. This will help to determine whether a directional or omni-directional antenna is appropriate, and whether an antenna rotor might be needed. Determining the signal strength of the weakest signal in which the consumer is interested will help to determine the minimum receiving antenna capability (including, possibly, an amplifier) that might be needed. The list of RF channels will assist in determining whether an antenna with both UHF and VHF capability is needed. (In most cases consumers WILL want antennas with both UHF and VHF capability).

Callsign	Network	Virtual Chan
Click on callsign for detail		
 KVUE	ABC	24 -1
Network: ABC [X]		
Channel: 24 (RF 33)		
Receive Power: -42 dBm		
Compass Direction to Tower: N (7)		
Gain/Loss Map		
 KXAN	NBC	36 -1

