



You Have a Stake in America's Transition to Digital Television!

Join the DTV Transition Coalition

On February 17, 2009, all full-power television stations nationwide will complete their transition from analog to digital broadcasting, as mandated by Congress. With the majority of Americans still unaware of the DTV transition – many of whom could lose access to local programming if they do not take the necessary steps to upgrade – it is imperative that consumers are made aware of their options to navigate the transition.

To this end, a diverse coalition of organizations has teamed up to form the DTV Transition Coalition. Founding members include the National Association of Broadcasters (NAB), Consumer Electronics Association (CEA), National Cable & Telecommunications Association (NCTA), Leadership Conference on Civil Rights (LCCR), Consumer Electronics Retailers Coalition (CERC), Association of Public Television Stations (APTS), LG Electronics, Association for Maximum Television (MSTV), and AARP.

The goal of the DTV Transition Coalition is simply to educate the largest possible audience of consumers about the DTV transition, to ensure that no consumer is unprepared come February 2009 due to a lack of information about the transition. ***The coalition is not policy-based, and it will not urge legislative or executive action in any direction.***

The coalition has launched an interactive Web site – www.dtvtransition.org – that will help consumers make the easy transition to digital, and has been aggressively recruiting new members.

There is no cost associated with joining; however we ask members to attend or call into coalition meetings; publicly support the coalition's mission; grant permission to post their organization's name on the coalition's Web site; add the coalition link to their Web sites; and educate their members about the transition. There are many ways for a group, association or a company to educate their membership without spending money – electronic newsletters, meetings, forums, etc. – and these forms of "free" communication are what we are after.

If you would like to join the DTV Transition Coalition and help consumers make the easy switch to digital, please email or fax (whoever the contact person is at the organization) an official confirmation stating your intent to join, how you would like your organization to be listed and who should be listed as the main contact.

The DTV Transition Coalition looks forward to working with your organization as we make the transition to digital in February 2009.



What is the Digital Television Transition?

By law, all full-power television stations will end analog broadcasts and begin broadcasting exclusively in a digital format starting on February 17, 2009. Television sets connected to cable or satellite should not be affected, and will continue to receive broadcast programming after that date. But TV sets that are not connected to cable or satellite, or do not have a built-in digital tuner, will need a converter box to continue receiving broadcast television signals after the transition occurs.

Why is America Switching to Digital Television (DTV)?

Digital is a more efficient way to broadcast, which will free up the airwaves for other services. DTV also results in clearer pictures, more channels, and even over-the-air high-definition television (HDTV) for consumers with HD television sets.

How do Consumers Switch to DTV?

Preparing for the DTV transition can be easy and will require one of three steps by February 17, 2009:

- **Purchase a DTV converter box:** Consumers can purchase a DTV converter box that plugs into an existing analog set and allows continued free television reception. The federal government will provide \$40 coupons that can go toward the purchase of these boxes. To learn more visit www.dtv2009.gov or call 1-888-DTV-2009.
- **Purchase a new television set:** Purchase a new television set with a built-in digital tuner. All TVs with a digital tuner will be able to receive the digital signal from television stations.
- **Subscribe to a pay TV service:** Subscribe to cable, satellite or a telephone company service provider to continue using analog sets. Consumers should check with their provider to see if all desired local broadcast stations are carried by that service.

For more information:

<http://www.dtvtransition.org>

1-888-DTV-2009



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If you would like to join the DTV Transition Coalition and help consumers make the easy switch to digital please do any of the following: sign this document and either fax it to Vinicia Mascarenhas at 202-429-4199 or vmascarenhas@nab.org – stating your intent to join the Coalition and how you would like to be listed along with contact information.

Coalition's Goal: The goal of the DTV Transition Coalition is simply to educate the largest possible audience of consumers about the DTV transition, to ensure that no consumer is unprepared come February 2009. The coalition is not policy-based – it will not urge legislative or executive action in any direction.

Membership: There is no cost associated with joining; however we ask members to attend or call into Coalition meetings; publicly support the Coalition's mission; grant permission to post your organization's name on the Coalition's Web site [<http://www.dtvtransition.org/>]; add the Coalition link to your site and educate your members about the DTV Transition.

About the DTV Transition Coalition: The DTV Transition Coalition is a diverse coalition consisting of representatives from the federal government, broadcast, cable and consumer electronics industries and civil rights and grassroots organizations, community groups and related associations. The Coalition's mission is to educate consumers about the digital television (DTV) transition, to ensure that no consumer is left unprepared, by a lack of information, for the February 17, 2009, federally mandated transition from analog to digital broadcasting.

Name:

Organization:

Address:

Phone Number:

Email:

Web site: