

**STATEMENT OF DAVID K. REHR  
PRESIDENT AND CEO  
NATIONAL ASSOCIATION OF BROADCASTERS**

**BEFORE THE  
FEDERAL COMMUNICATIONS COMMISSION  
OPEN MEETING ON THE  
DIGITAL TELEVISION TRANSITION**

**February 5, 2009**

**STATEMENT OF DAVID K. REHR  
PRESIDENT AND CEO  
NATIONAL ASSOCIATION OF BROADCASTERS**

**BEFORE THE  
FEDERAL COMMUNICATIONS COMMISSION  
OPEN MEETING ON THE  
DIGITAL TELEVISION TRANSITION**

**February 5, 2009**

Chairman Copps, Commissioner Adelstein and Commissioner McDowell, thank you for the opportunity to appear before you today representing the National Association of Broadcasters and television broadcasters across the nation. My name is David Rehr and I am president and CEO of the National Association of Broadcasters (NAB).

Before turning to the specific issue of consumer calls centers, please allow me to make a few comments about the broader topic of today's FCC hearing, the status and issues involved with the upcoming digital television (DTV) transition. This is a subject of great national importance and of utmost importance to NAB and to television broadcasters throughout the country. All Americans should have access to the vital news, information, programming and emergency alerts provided by free, local television stations.

**DTV Transition Delay**

At the outset I would like to address a subject of immediate interest to all of us – the delay of the date for the digital switch-over to June 12, 2009. NAB and broadcasters stand ready to assist the administration and this Commission to

make sure that all critical steps have been taken to inform and prepare the public.

In this respect, NAB commends Chairman Copps, Commissioner Adelstein and Commissioner McDowell for their leadership in this area. You and your fellow Commissioners have taken important steps to help ensure a smooth transition. NAB will work with you and the Commission staff toward the seamless transition we have worked so hard to achieve.

For our part, NAB is prepared to immediately take action to inform stations and consumers alike of what they need to do with regard to the delay in the transition date. We have done or are doing the following:

- **Distribute** via satellite to stations today and tomorrow a **new** NAB-produced **30-second spot** in English and Spanish promoting the June 12 date.
- **Inform television stations** of what they need to do to alert viewers to the delay and the actions they should take. This was done yesterday. We also sent a **checklist memo** for stations with a revised course of action to educate viewers about the transition, including new spots, Web site and other updates, talking points and other changes.
- Host a **webcast for stations** tomorrow, February 6, at 2 p.m. (ET) to discuss the date change and attendant issues.
- Continue to **strongly encourage** all eligible stations to participate in the FCC's **Analog Nightlight Program**. We have communicated to all TV stations the importance of the nightlight program and urged them to participate. We participated in a webcast hosted by the Association for Maximum Service Television (MSTV) about the nightlight program on February 2. We will be closely coordinating with MSTV in the coming days and weeks to identify markets where Analog Nightlight service can be deployed.
- Continue and adapt our **widespread consumer education efforts** to the new transition date. Thanks in large part to these efforts, consumer awareness is already extremely high about the transition, and we will continue our efforts in this regard.

- Continue and expand our **work with the DTV Transition Coalition** comprised of 241 business, trade and industry groups, as well as grassroots and membership organizations, many of whom have direct consumer contact and outreach in communities across the country.

### **Recommended FCC Actions**

There are also several actions that are important for the FCC to take to help ensure a smooth, seamless and successful DTV transition. They are:

- **Have an effective FCC DTV call center.** In October, 2008 NAB encouraged the FCC to expend a significant amount of new DTV consumer education funding on making the FCC call center robust and prepared for the number of consumer calls that will come in during the last few months before and in the days immediately after the transition is completed.

NAB's call center initiatives that are described below are designed to be coordinated with the FCC call center.

- **Have the new FCC DTV "czar" continue to participate actively with the DTV Transition Coalition** over the next several months. Our regularly-scheduled coalition meetings help serve as a national forum on the DTV transition and many members of the coalition have active and direct outreach to vulnerable and hard-to-reach individuals. The next meeting is Monday, February 9, 2009.
- **Coordinate DTV Transition outreach efforts.** As you, Mr. Chairman, have noted, a focused, coordinated effort can minimize consumer disruption. You can coordinate and work with the National Telecommunications and Information Administration (NTIA), the DTV Transition Coalition, NAB, the FCC Consumer Advisory Committee, local governments and other entities to this end.
- **Maintain FCC flexibility for stations wanting or needing to make the switch to all-digital broadcasting** before June 12. In its DTV delay legislation, Congress clearly intended for the FCC to continue the flexibility that has enabled stations, with adequate viewer notification, to cease analog broadcasts and rely exclusively on DTV transmissions. Many stations, for a variety of reasons, need to do so on or after February 17.

## **Call Centers**

Turning to the important commitment the broadcast industry is making on another important DTV transition front – that of answering DTV-related phone calls from viewers: NAB is committed to a comprehensive plan, as part of a greater coordinated effort, to see that consumer calls are properly directed and answered satisfactorily.

Using the Wilmington, North Carolina early analog shut-off and other “soft shut-off tests” conducted around the country as benchmarks, we anticipate that approximately two million calls from viewers will be generated over five days after the transition date – roughly half of which could occur in the first day. When the actual transition occurs, however, we know that some viewers will call stations, some will call the FCC Call Center and some will call other help numbers.

To prepare for this occurrence, NAB is taking action to help viewers know what to do. NAB has produced and will distribute a video in both English and Spanish that aims to answer the most salient questions viewers had in Wilmington and other analog shut-off test markets – what happened, how to hook up a converter box, how to scan and rescan for channels, how to properly position an antenna and outline a checklist of what to do.

In addition to this video, last month NAB launched a new national hotline to help provide consumers with transition-related information. NAB’s Interactive Voice Response (IVR) toll-free number provides viewers with information about the DTV transition in English, Spanish and Mandarin. Designed to give viewers information after analog test shut-offs, the system first identifies the way viewers

receive television signals – cable, satellite, over-the-air – and then provides information about how to upgrade with a converter box or new TV set, or scan and rescan for channels. This system will be expanded to help viewers with a wide variety of issues after the DTV transition.

NAB's IVR system, installed on January 11, continues to collect valuable data and provide online reporting on callers' needs and DMA trends. The system also identifies zip code "hot spots" for television stations to focus their resources during community outreach events. NAB has designed two IVRs on the Verizon and AT&T networks. This will provide ample capacity to handle calls during periods of high demand.

NAB has made available to the FCC our IVR software coding, scripts, Spanish translations and a full set of pre-recorded audio files that can be loaded on to the FCC's IVR. We have also provided assistance with the development of telecom call flow design enabling a transparent combination of industry and FCC phone centers.

For the days leading up to and following the transition date, NAB has also been working with a variety of stakeholders – especially with the National Cable Telecommunications Association (NCTA) and the FCC – to coordinate a toll-free hotline with live operators to help handle viewer calls from those awaiting coupons, seeking general information, needing help with converter boxes, DTV sets and scanning and looking for satellite/cable information.

NAB is also closely coordinating with state broadcast associations and local broadcasters to complement the national hotline. In markets with state

association and broadcaster hotlines and call centers, our DTV video can direct viewers to call those numbers.

NAB's video and the coordinated toll-free hotline will also direct viewers with converter box, DTV set and cable or satellite-specific questions to manufacturer and cable or satellite hotlines. Approximately seven percent of calls in Wilmington were from cable and satellite subscribers. Another 11 percent claimed their converter boxes did not work. We anticipate that call centers would direct viewers to call a particular cable or satellite company if they identified themselves as a subscriber, or a particular converter box manufacturer hotline for viewers having converter box issues. At least eight manufacturers currently have phone lines to answer consumer questions.

Television stations across the country are committed to in-station or market-wide local call centers where possible, to answer questions from viewers when local reception problems are the issue. For spotty or weak signals or other regional issues, our national call center would direct viewers to local stations and state association hotlines. To further assist in this effort, NAB has produced a question and answer guide for local viewer hotlines.

In the end, we have a comprehensive four-tier system – with an instructional nightlight video, an automated system, live neutral operators and local help desk – that will answer viewer calls. We believe this plan will address viewer concerns.

These initiatives are designed to be coordinated with the FCC call center. Both our national hotline and the “Analog Nightlight” program would also promote

the FCC's call center. It is critical that we continue the public/private partnership that has brought us this far in our DTV education efforts.

### **Broadcasters' Consumer Education Program**

NAB's call center efforts and our efforts to get out the word about the DTV delay described above are only a small part of our continuing DTV public education program. We would also like to share with you additional key initiatives and challenges we are working on, along with a list of ongoing initiatives we have been pursuing for the past 27 months. This \$1.2 billion consumer education effort has helped generate 97 percent awareness levels that we have seen among consumers on this issue.

1. **Messaging:** We are working to narrow the focus of our messaging to preempt the need for as many calls as possible. With near-universal consumer awareness of the DTV transition, broadcasters have moved to more specific messaging to educate consumers. Since early January, broadcasters have been airing spots that focus on urging viewers to test their equipment early and to rescan their converter boxes after the switch.

Testing equipment early: NAB has distributed spots that urge viewers to test their equipment ahead of time, which stations are currently running. Many of the telephone calls received by Wilmington stations and the FCC were from viewers who had not previously installed their converter boxes, and had trouble setting them up on September 8. Messaging that focuses on early hookup and troubleshooting should allay some of those phone calls.

Rescanning: Because nearly 1,300 full power television stations are changing channels after the transition date, viewers in most markets must rescan their converter boxes and digital television sets to continue receiving over-the-air programming after the transition. To address this challenge, broadcasters will air spots and other longer form programming to make over-the-air viewers aware that they must rescan their converter boxes and digital TV sets after the transition. NAB has produced a new set of spots, entitled "Checklist," which reviews the four things viewers need to do before the transition date: purchase a converter box; install it; scan for channels; and adjust the antenna. These rescanning spots began airing



on stations nationwide in January, although some stations were airing spots messaging around the rescanning issue prior to January.

2. **Analog Shut-off Tests:** As the DTV transition date approaches, analog shut-off tests have provided a key insight into the current state of readiness among viewers. These tests prompt consumers to take early action, which again will help reduce confusion at the cutoff date.

Hundreds of television stations around the country have conducted tests over the past several months, with most stations airing a slate of DTV information over their analog signals rather than an actual shut-off. Stations have found them effective in easily reaching those affected by the digital transition. In Wilmington, N.C., the two analog shut-off tests performed by the four major stations there were seen and/or heard about by 50 percent of local viewers, making the tests successful way to raise consumer awareness about the transition.

Colorado, Idaho, Pennsylvania, North Carolina, Connecticut and Maine have coordinated statewide analog shut-off tests, while large television markets like New York, Los Angeles and Chicago have conducted multiple tests at various times during the day. These successful tests have reinforced the desire to conduct more of them in other markets.

On December 17, in coordination with the FCC's media bureau, stations in 42 states and the District of Columbia participated in a coordinated nationwide shut-off test. This test was very helpful in honing messaging for the nightlight video, as well as anticipating how to staff call centers for the end of the transition. On January 12, stations in 30 states and the District of Columbia participated in a second national shut-off test.

### **Ongoing Initiatives**

These latest initiatives supplement dozens of other ongoing initiatives that NAB and broadcasters have undertaken, including the following:

#### On-Air Messaging

##### *1. DTV Action Television Spots*

To date, NAB has produced and distributed 18 DTV Action television spots in multiple versions to all television stations, with additional spots planned for release. The content and messages of the spots were carefully researched and followed an arc from promoting basic awareness to addressing specific DTV issues. The spots promote general awareness of the DTV transition; inform consumers about converter boxes and the government's coupon program as a low-cost upgrade option; remind viewers that digital TV is available now; identify who is affected by the DTV transition; highlight the benefits of digital; educate viewers about the need to have the best antenna; showcase the final days leading up to the switch; urge viewers to get their coupons early; and urge

viewers to help friends and family upgrade to DTV and upgrade early. The most recent spot reminds viewers to rescan their TV sets after the transition. All spots produced and distributed by NAB are captioned.

## *2. DTV Action Celebrity Spots*

NAB has worked with networks and program syndicators to produce and distribute DTV Action spots featuring the following celebrities: Ellen DeGeneres; Tyra Banks; Howie Mandel of "Deal or No Deal;" Spike Feresten of "Talkshow with Spike Feresten;" Billy Bush and Nancy O'Dell of "Access Hollywood;" Jennifer Morrison of "House;" Lisa Edelstein of "House;" Wayne Brady of "Don't Forget the Lyrics;" Richard T. Jones of "The Sarah Connor Chronicles;" Thomas Dekker of "The Sarah Connor Chronicles;" Jerry Springer; Maury Povich; Steve Wilkos; Chris Matthews; Bob Barker; Judge Greg Mathis; Judge Marilyn Milian of "People's Court;" Judge Jeanine Pirro; Christopher Knight of "Trivial Pursuit;" Deborah Norville of "Inside Edition;" Lara Spencer of "The Insider;" Mary Hart of "Entertainment Tonight;" Rachael Ray; Dr. Phil; Judge Judy; and Travis Stork of "The Doctors."

## *3. Countdown Clocks, Crawls and Snipes*

Television stations across the country have run "crawls," or moving messages along the bottom of a TV screen, during programming that promote DTV consumer awareness, as well as snipes, which are "pop-up" messages during programming. Additionally, on November 10, 2008, stations began running 100-day and under "countdown clocks," which every day mark the number of days left until the original transition date of February 17. Notably, after the 100-day initiatives began, the number of converter box coupons requested from NTIA jumped nearly 60 percent.

## *4. 30-Minute Educational Programming*

In March 2008, NAB produced and distributed a 30-minute educational program, entitled "Countdown to DTV," to television stations across the country. The program was designed to help consumers navigate the transition to digital television. All NAB member and non-member stations were able to obtain the program in standard definition (SD) or high definition (HD) formats in both English and Spanish. A number of other networks and stations have also produced long-form DTV programming in a 30-minute format.

## *5. Low-Power TV Action Spots*

NAB produced and distributed three television spots that explain the low-power translator issue to television stations in markets with large numbers of translators. The spots come in 15-, 30- and 60-second versions and are available in both English and Spanish. The spots were distributed to stations in April 2008.

## *6. DTV Action Radio Spots*

NAB produced and distributed DTV Action radio spots in 15-, 30- and 60-second versions in both English and Spanish. Sample scripts are also provided to

stations that express interest in producing their own spots. The spots were distributed to NAB member radio stations nationwide and are available online for download. NAB also helped distribute the FCC's radio spots to its member radio stations across the country, which were aired in multiple formats tailored for different audiences, including those most likely to be affected by the DTV transition. Radio spots in an urban format were also produced and distributed to stations with urban audiences.

#### *7. Graphics and Video Tools for TV Stations*

NAB created a full graphics package to help stations communicate the DTV transition in their newscasts and spots. The package contains video of converter box installations, graphics of DTV equipment and interviews with federal officials, including the current U.S. Commerce Secretary Carlos Gutierrez and former FCC Chairman Kevin Martin. NAB has also produced and distributed a DTV style guide to help stations convey accurate and consistent messages about the DTV transition and a new research report about the demographics of viewers affected by the switch.

#### *8. News and On-Air Programming*

A large number of stations nationwide have begun daily coverage of the DTV issue during their newscasts. As one example, Washington, D.C.'s WUSA-TV has been airing a DTV segment every day in every newscast since October 2008.

#### Grassroots Initiatives

##### *1. DTV Transition Coalition*

In February 2007, NAB helped found the DTV Transition Coalition. Please see attached list. The coalition has since expanded to 241 members, comprised of business, trade and industry groups, as well as grassroots and membership organizations that share an interest in a smooth transition. Participating organizations include AARP, the Leadership Conference on Civil Rights (LCCR), the American Association of People with Disabilities (AAPD), National Council of La Raza (NCLR), among many others. The FCC and NTIA also actively participate in the coalition. As part of the coalition, groups agree to distribute DTV-related materials to their members. Monthly coalition meetings also serve as a national forum on the DTV transition. White House Office of Science and Technology Policy Associate Director Richard M. Russell, FCC Commissioners Jonathan Adelstein and Michael Copps, U.S. Rep. Marsha Blackburn and NTIA Assistant Secretary Meredith Atwell Baker are among prominent officials who have attended the meetings. In October 2008, NAB created an online toolkit for coalition members to distribute to their constituencies and partners. It has been widely disseminated.

##### *2. DTV Speakers Bureau*

Working with local TV stations and state broadcast associations across the country, NAB created the DTV Speakers Bureau to organize at least 8,000

speaking engagements about DTV at local venues nationwide before the original transition date of February 17, 2009. The DTV Speakers Bureau is comprised of more than 1,100 local TV station broadcasters, general managers, engineers and state broadcast association leaders, among others, who have volunteered to address their communities about the transition. The bureau has booked or completed 7,512 to date. In September 2008, NAB launched a contest to reward the speaker who completes the most engagements and a periodic newsletter to keep members updated on the latest issues regarding the transition. Additionally, NAB staff members have keynoted multiple conferences with speeches on the DTV transition issue, from London to Little Rock to Las Vegas.

### *3. DTV Road Show*

A major grassroots marketing initiative, NAB's DTV Road Show is aimed at increasing consumer awareness of the DTV transition in targeted areas with high percentages of broadcast-only households. The road show features two DTV Trekkers – moving trucks designed to resemble giant television sets – that are crisscrossing the country until transition day in 2009. With a traveling staff, the Trekkers visit local fairs, festivals and other community events in high over-the-air sections of the country and provide DTV information to those most disproportionately affected by the transition to digital. The DTV Trekkers have visited 415 locations to date, and are on track to travel 95,000 miles and visit 600 locations nationwide by February 2009. Between October 1 and December 31 the DTV Trekkers visited the following cities:

Philadelphia, PA  
Onamia, MN  
Columbia, SC  
Salem, OR  
Eugene, OR  
Medford, OR  
Charlotte, NC  
Bend, OR  
Raleigh, NC  
Portland, OR  
Atlanta GA  
Yakima, WA  
Spokane, WA  
Everett, WA  
Seattle, WA  
Sacramento, CA  
Charleston, SC  
Chico, CA  
Stockton, CA  
Orlando, FL  
Ammon, ID  
Pocatello, ID

Twin Falls, ID  
Pinellas Park, FL  
Boise, ID  
Pullman, WA  
Colorado Springs, CO  
Pueblo, CO  
Marietta, GA  
Lubbock, TX  
Slidell, LA  
Covington, LA  
El Paso, TX  
Baton Rouge, LA  
New Orleans, LA  
Las Cruces, NM  
D'Iberville, MS  
Gulfport, MS  
Tucson, AZ  
Mobile, AL  
Jacksonville, FL  
Yuma, AZ  
San Luis, AZ  
Tallahassee, FL  
Pensacola, FL  
Fort Walton Beach, FL

#### *4. National Black Church Initiative (NBCI)*

In late 2007, NAB began collaborating with the National Black Church Initiative to educate African-American congregants in Washington, D.C., about the DTV transition. Based on the initial success, NAB and NBCI implemented a national effort to help those most affected by the transition learn how to prepare for the switch to digital television. NBCI has a national network of 34,000 member and sister churches. Congregants are provided educational literature about the DTV transition and the government's converter box coupon program, as well as assistance with applying for the converter box coupons. The initiative will reach nearly eight million congregants in churches across more than 40 cities, including Atlanta, Miami, Philadelphia, Detroit, Chicago and Dallas.

#### *5. Esperanza USA*

NAB has partnered with Esperanza USA, the largest organization of its kind in America with a 10,000-strong network of Latino faith-based agencies, to inform Hispanic households about the DTV transition. Spanish-speaking households are among the most disproportionately affected populations by the transition. Esperanza has distributed DTV information to its members and incorporated DTV messages in its grassroots outreach and annual National Prayer Breakfast.

## *6. Spanish Town Halls*

In partnership with the Spanish-language television network Univision, NAB has conducted a series of town hall forums to raise awareness among Hispanics in America about the DTV transition. The series was built on the success of a December 2007 town hall in Chicago, which drew more than 700 people. The hour-long televised town halls consistently drew large audiences of primarily Spanish speakers in some of the nation's largest Spanish-language markets. NAB and Univision have completed a series of 24 town halls in top markets, including San Francisco, Dallas, Sacramento, Fresno, Phoenix, Houston, Los Angeles, Chicago and New York.

## *7. DTV Advertising Coalition*

In July 2008, NAB formed a coalition with advertisers to help prepare the advertising community for the DTV transition under a new initiative called "The DTV Transition: Keeping the Ad Community in the Loop." The coalition, which includes NAB, the American Association of Advertising Agencies (AAAA), the Association of National Advertisers (ANA) and the Television Bureau of Advertising (TVB), keeps the advertising community informed of the implications of the transition in an effort to identify and address any issues specific to the ad industry. NAB has participated in numerous events to help educate the advertising community about the transition.

## *8. Rabbit Ears Pioneers Contest*

In May 2008, NAB and the Consumer Electronics Association launched a nationwide contest to help over-the-air viewers make the switch to DTV. Entrants are asked to nominate their favorite "Rabbit Ears Pioneers" with a photo and short essay about why they enjoy broadcast TV, when they bought their TV set and to recount their favorite TV show memories. Florence Henderson, best known for her role on "The Brady Bunch," helped promote the contest. Winners were chosen in June, August, September and October, and received a converter box and antenna to continue using an existing TV set. In conjunction with the 100-day countdown to the transition, we announced in November the grand prize winner, a seventh grade writing teacher from Chicago, who received a home theater system.

## Other Marketing Initiatives

### *1. PumpTop TV Partnership*

NAB's DTV Action spot encouraging viewers to enjoy DTV now is airing on television screens at gas stations in some of the largest markets in the country. PumpTop TV, the nation's leading provider of digital media at the gas pump, began airing NAB's spot in mid-November across its network, which includes 720 gas stations representing 6,500 screens in New York, Los Angeles, Chicago, Philadelphia, Dallas-Ft. Worth, San Francisco, Boston, Houston, Phoenix, Sacramento and San Diego. The spot will run until the original transition date of February 17, 2009. A Spanish-language version of the spot will be shown at

selected gas stations in California, Arizona and Texas, where there are large numbers of Hispanic viewers.

### *2. CBS Outernet Partnership*

Under a new partnership between CBS Outernet and NAB, our DTV action television spots are reaching consumers at grocery stores, on airplanes, at gas stations and in auto and medical service waiting rooms across the country. NAB's spots are among several spots about the DTV transition that CBS Outernet's partners will run through February 2009. CBS Outernet's partners include American Airlines, Gas Station TV, AutoNet TV, the CBS Outernet Grocery Network and the Healium Network, which collectively reach about 70 million out-of-home viewers monthly.

### *3. DTV Bus Ad Campaign*

On December 1, NAB's DTV ads were posted in 1,200 buses across Detroit, Boston, Houston, Salt Lake City, Seattle and Washington, D.C., all cities with high over-the-air populations. The ads will run until February 2009.

### *4. DTV Metro Ad Campaign*

In January 2009, NAB launched multiple public service announcements throughout the Capitol South metro station in Washington, D.C., to help communicate the main points of the DTV transition to returning and incoming policymakers. The campaign will run through February 2009.

## Online Initiatives

### *1. DTVAnswers.com Web Site*

In 2007, NAB launched [www.DTVAnswers.com](http://www.DTVAnswers.com), one of the most comprehensive, consumer-friendly Web sites about the DTV transition. The site provides consumers, businesses and other interested organizations an in-depth look at every aspect of the DTV transition. Consumers can learn how to upgrade to digital television, get information about converter boxes and antennas, as well as access additional related resources. To help organizations spread DTV messages to their members, the site also provides various informational materials, including downloadable flyers and fact sheets, as well as viewable DTV action spot videos. NAB offers downloadable DTV transition information in more than 60 languages, including a Braille version upon request. An extensive frequently asked questions section that NAB launched this summer is updated regularly to reflect consumer issues related to the transition. The Web site has drawn more than 3.5 million visits since its launch and averages about 8,000 visits per day. On Wednesday, February 4, the site was updated to inform consumers of the new transition date: June 12, 2009.

### *2. LPTVAnswers.com Web Site*

To help consumers who wish to continue watching programming from local low-power TV stations after the transition to digital, NAB launched [www.LPTVAnswers.com](http://www.LPTVAnswers.com), which provides a comprehensive overview of the low-

power issue. With links to state-by-state maps of low-power TV stations and a list of government-certified analog pass-through converter boxes, the site serves as a guide for all low-power TV consumers. The site offers a feature that allows viewers to type in their zip codes to find low-power TV stations broadcasting in their areas.

### *3. AntennaWeb.org Web Site*

In partnership with the Consumer Electronics Association, NAB directs viewers to [www.AntennaWeb.org](http://www.AntennaWeb.org), an online resource for consumers to learn in which frequency bands stations are located and to select appropriate outdoor antennas. The Web site is also available in Spanish.

### Media Outreach

NAB's DTV transition team has a full-time media relations staff dedicated to generating widespread media coverage of the DTV transition and ensuring that reporters are covering the issue accurately. NAB has briefed reporters from major news organizations on the DTV transition and conducted media tours in markets across the country, including New York, Chicago, San Jose, Philadelphia, Madison, New Orleans and Washington, D.C., and has generated print, online and broadcast media coverage about the transition in all 50 states.

In April 2008, NAB began sending out a weekly email with DTV-related updates to help hundreds of reporters nationwide stay abreast of how the transition is progressing. NAB's media team, which also employs a public relations firm, is in regular contact with more than 4,500 reporters to promote local news hooks about the transition. The team has helped garner more than 14,395 news articles about the transition and participated in more than 390 radio interviews, 32 of which were in Spanish. On November 10, NAB hosted a national press conference in Washington, D.C., marking the 100-day countdown to the original transition date, which included participation from senior government officials, industry and consumer groups and generated news coverage across the country.

### DTV Toolkits for Elected Officials and Hard-to-Reach Populations

NAB has sent DTV toolkits to elected officials across the country, including all members of Congress, state legislators, governors and lieutenant governors, executive directors of state municipal and state county associations, state African-American caucus leaders and state Hispanic elected officials. Working with the Bureau of Indian Affairs, NAB mailed DTV toolkits to 449 tribal leaders in the United States in May 2008. In June 2008, NAB gave toolkits to 1,113 Meals on Wheels state chapter heads, as well as state aging agencies, and provided electronic toolkits for the National Low Income Housing Coalition and elected officials, which were sent to about 7,000 state legislators, mayors and county commissioners. In collaboration with the American Library Association, NAB distributed e-toolkits to librarians nationwide. NAB also provided toolkits to all 228 Alaskan tribal leaders to help them prepare their communities for the transition.



The DTV toolkit contains a PowerPoint presentation on the transition that can be used during a town hall meeting or any gathering of constituents; a newsletter insert for newsletters in English and Spanish; a DTV handbill in English and Spanish; a consumer resource guide in English and Spanish; a sample press release in English and Spanish; a sample op-ed on the DTV transition in English and Spanish; key points on DTV; banner Web site ads that may be linked to [www.DTVAnswers.com](http://www.DTVAnswers.com); sample speeches on DTV; and a DTV background sheet.

In early January, NAB sent updated DTV toolkits to all members of Congress to help them educate their constituents during the final weeks leading up to the transition date.

#### Survey Research

NAB has committed significant financial resources toward consumer research. NAB has commissioned six nationwide polls on the DTV transition, which include a massive 50-state research project to measure consumer awareness in all 50 states and two polls aimed specifically on the Wilmington DTV experiment. The most recent national survey conducted in January found near-universal awareness of the transition at 97 percent, with awareness of the date at 70 percent among over-the-air households. It also showed that 82 percent of over-the-air households have taken some action.

#### International Research

NAB staff have visited and opened dialogues with officials running respective DTV transition campaigns in the United Kingdom, Sweden, Austria, Greece, Italy, Norway, Finland, Belgium and Canada to learn how other countries – some of which have already transitioned to digital – are managing the switch to digital. NAB has also invited officials from those countries and others, including Singapore, to discuss DTV issues with American television broadcasters. The CEO of the United Kingdom's DTV transition campaign met with NAB staff and our coalition partners in 2007. In January 2008, an NAB staff member keynoted an international conference on DTV transition strategies. In November 2008, NAB staff traveled to Japan to discuss DTV deployment issues with broadcasters, government officials and media there. NAB has also met with officials from India and Australia about the DTV transition.

#### DTV Congressional Staff Briefings and Webcasts

NAB has conducted multiple briefings for congressional staff on the progress of the transition. In April and July 2007, NAB hosted DTV transition briefings with more than 100 U.S. House of Representatives staff and more than 40 U.S. Senate staff. Working with the DTV Transition Coalition, NAB held DTV briefings in October 2007 and February 2008 in the House and Senate, which drew more than 240 staff and some members of the U.S. House. Converter box demonstrations were given at all events and various consumer awareness

materials were made available to attending staff. A June 2008 briefing drew about 100 staffers, and in July 2008, the House Commerce Committee hosted another DTV briefing that was well-attended. In October 2008, NAB's pollster for the DTV campaign briefed Senate and House members on the results of a recent national consumer awareness survey about the transition, as well as on research conducted for the Wilmington early analog shut-off.

In April and July 2008, NAB hosted special live webcasts for congressional staffers to address DTV issues unique to our government partners. NAB's DTV transition team discussed how the federally mandated transition will impact communities across America, what consumer education and outreach initiatives are already underway by broadcasters and how to access information about the DTV coupon program and converter boxes. More than 600 staffers tuned in for these live webcasts.

Through our sweeping education campaign, broadcasters have forged an unprecedented partnership with governments at every level, as well as with industry and consumer organizations, to ensure a smooth transition for our viewers. We look forward to continuing and strengthening our relationship with the new FCC in the weeks and months ahead to ensure the switch to DTV is as seamless as possible for all Americans. Americans deserve continued and uninterrupted access to free over-the-air television.