

Digital Television Transition TV Converter Box Coupon Program: 12 Stories for the Next 12 Months



1. **The Digital TV Transition: What is it and why is it happening?**

Many consumers simply want to understand the facts – what is the digital television transition, why is it happening, when is it happening and whom will it affect?

2. **Consumer Options for Navigating the Digital TV Transition**

At midnight on February 17, 2009, all full-power television stations in the United States will stop broadcasting in analog and switch to 100% digital broadcasting. Consumers who use “rabbit ears” or a rooftop antenna on one or more analog televisions must take action to keep that TV working. Explore each option for consumers: buy a converter box that will plug into an existing analog TV; buy a TV with a digital tuner; or connect the analog TV to cable, satellite or other pay service.

3. **Experience the Benefit Now**

Consumers don't have to wait to start experiencing digital quality pictures on an analog television. Once consumers redeem their coupons, they can hook up their converter boxes and immediately see an improvement in picture quality. Digital television also provides more programming options for viewers. An official from a local participating converter box retailer could help highlight the benefits of digital television, and perform a demonstration on how to set up the converter box.

4. **Separating Fact from Fiction about the Digital Transition and the Coupon Program**

Every American needs a converter box. Digital TV and HDTV are the same. These are just some of the myths and misperceptions that exist surrounding the digital TV transition. Help separate the facts from fiction and provide consumers with clarity by addressing this misinformation point by point.

5. **Digital TV Transition and Local Emergency Services**

The transition to digital broadcasting is happening in part to free up portions of the nation's airwaves, known as spectrum, for use by emergency responders. Local police, fire departments and other emergency responders can provide another perspective on why the transition to digital TV is so critical. They could also explain the importance for consumers to make sure they have a working TV in the event of an emergency.

6. **Opening Day: A Better Picture to Watch the Local Team**

One of the benefits of the digital TV transition is better picture quality. Whether it is opening day of the baseball season or championship football games, sports fans can catch each minute of action with more clarity on their analog TV simply by buying a converter box that plugs into their current TV set.

7. **Think Green! Recycling Analog Televisions**

Consumers with analog TVs have three options for navigating the digital TV transition. For those who decide to buy a TV with a digital tuner, rather than buy a converter box or connect to cable, satellite or other pay service, consumers may be looking for ways to recycle their old set in an eco-friendly way. Web sites like <http://mygreenelectronics.org> offer options.

8. Enjoy the Benefits of Digital Weather Channels during the Storm Season

Explain how transitioning to digital TV means local stations will be multicasting, or providing additional programming, which may include 24 hour local weather.

9. Countdown to the Digital TV Transition

365, 200, 100, 60 or 30 days out from the digital TV transition all offer points in time to remind consumers if they have one or more analog TV that is not hooked up to cable, satellite or other pay service, they must take action.



10. Season Premiere Time on Television

As the new fall season TV shows premiere, consumers will be focused on staying tuned-in so they don't miss an episode. This is the time to remind viewers that in February of 2009, unless they have cable or satellite service, a TV with a digital tuner or a converter box, they will lose television broadcasting on their analog TV, and with it, their favorite programming.

11. Helping Friends and Family Through the Digital Transition

Holidays – from Independence Day to Thanksgiving – mean a time for family members and friends to get together. Festivities offer a perfect opportunity for educated consumers to check in and make sure everyone's TV set is ready for the digital transition. Consumers can encourage loved ones, friends and neighbors that plan to purchase certified converter boxes to stop procrastinating and take the necessary steps to make the transition.

12. The History of TV

The transition from analog to digital broadcasting is a piece of TV history in the making. Take a trip through time and remember each historic moment, from the very first TV set, to the first color TV and now the switch to broadcasting only in digital. Encourage consumers not to get left in the dark on February 17, 2009, so they can become part of history and experience what is still to come in the future of TV.

For more information to develop any of these stories contact Elaine Myada at (202) 835-9478 or elaine.myada@ketchum.com or visit www.DTV2009.gov.