



# NEWS

**Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D. C. 20554**

News media Information 202 / 418-0500  
Fax-On-Demand 202 / 418-2830  
TTY 202/418-2555  
Internet: <http://www.fcc.gov>  
<ftp.fcc.gov>

---

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

---

FOR IMMEDIATE RELEASE  
September 28, 2004

NEWS MEDIA CONTACTS:  
Rebecca Fisher at (202) 418-2359  
Rosemary Kimball at (202) 418-0511  
Meribeth McCarrick at (202) 418-0654

## **CHAIRMAN POWELL TO KICKOFF CONSUMER EDUCATION INITIATIVE ON TRANSITION TO DIGITAL TELEVISION**

Washington, DC – Federal Communications Commission Chairman Michael Powell will hold a press conference on Monday, October 4, 2004, to kick off an education campaign to highlight the importance of the transition to digital television (DTV).

The event will begin at 10:00 a.m. in the Commission Meeting Room at the FCC headquarters at 445 12<sup>th</sup> Street, SW in Washington, D.C.

At the event, Powell will announce a major initiative headed by the FCC that will bring all corners of the television industry together to educate the public on the importance of the digital television (DTV) transition and how it will affect them in the coming years.

The Chairman's press conference will be immediately followed by two panels with senior executives of the television industry discussing the present and future of digital and high-definition television. Participants will include representatives from ESPN, FOX, CBS, HBO, Discovery, NCTA, CEA, DirecTV, Emmis Communications and public and commercial broadcasters.

The first panel will focus on what high-definition content is available to Americans now, and will be available in the future. The second panel will focus on how Americans are able to take advantage of this content—whether through broadcast television, cable, satellite, and other services.

Over the last several years, the FCC has worked in a partnership with every sector of the television industry to bring the benefits of high-definition and digital television to millions of Americans. As the DTV transition begins to hit its stride many Americans remain confused about the DTV transition and the capabilities of new digital television sets. The Chairman will outline some of the key components of this multi-year effort to educate the public about the DTV transition.