



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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:
May 30, 2008

NEWS MEDIA CONTACT:
Clyde Ensslin
202-418-0506 or 202-641-1250 (cellphone)
Email: clyde.ensslin@fcc.gov

Wilmington, North Carolina Retailers to Spotlight DTV Transition

Saturday May 31st Marks "100 Days to Digital"

Washington, DC – With 100 days to go before Wilmington, North Carolina becomes the first television market in the nation to make the analog-to-digital TV broadcast transition, several Wilmington retailers on Saturday will offer their in-store customers a demonstration of the benefits of digital broadcasting as well as the opportunity to ask experts from the Federal Communications Commission (FCC) about the transition.

FCC staff members will be present at several Wilmington retailers on Saturday, May 31st to spotlight the upcoming 100 day countdown to the transition and encourage customers to take necessary steps in preparation. At the store locations listed below customers can experience first-hand the enhanced audio and picture quality from digital television and sign up for government-issued coupons at special digital television (DTV) tables.

WHEN: Saturday, May 31st, 2008

WHERE: Best Buy
309 So. College Road
Wilmington, NC
Store Contact: Dale Marshall, General Manager
Phone: (910) 790-2021
Event Time: 11AM-2PM

Circuit City
5325 Market Street
Wilmington, NC
Store Contact: Al Pearce, Store Director
Phone: (910) 297-4774
Event Time: 11AM – 3PM

Radio Shack
5214 Market Street
Suite 111
Wilmington, NC

Store Contact: Tim Steiner, Store Manager
Phone: (910) 799-2693
Event Time: 10AM – 2PM

Wilmington will be the first market to test the transition in advance of the nationwide digital switch. Beginning at 12:00 pm on September 8, 2008, Wilmington-area stations, WWAY (ABC), WSFX-TV (FOX), WECT (NBC), WILM-LP (CBS) and W51CW (Trinity Broadcasting), will broadcast only digital signals to their viewers.

The DTV transition should not affect TV sets that are connected to a cable or satellite service. However, viewers who watch free, over-the-air television and receive signals with the help of rooftop antennas or rabbit ears will require converter boxes to receive digital signals on their existing analog sets. The FCC is encouraging these Wilmington-area viewers to immediately order their coupons for analog-to-digital converter boxes. The converter box program is run by the National Telecommunications and Information Administration. Each household can receive two free coupons good towards the purchase of two converter boxes. The coupons take a minimum of two weeks to be processed and mailed. For more information on the Digital-to-Analog Converter Box Coupon Program, visit www.dtv2009.gov, or call 1-888-388-2009 (voice) or 1-877-530-2634 (TTY).

The FCC will use Wilmington's early transition date as an opportunity to work closely in advance with local retailers, broadcasters, viewers, cable companies and others who will be affected to anticipate and address any challenges that may arise. Saturday's "100 Days to Digital" event is part of an extensive outreach program by the FCC to ensure that the Wilmington area and the rest of the nation are prepared for the DTV transition.