



# NEWS

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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).

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## **FCC ANNOUNCES EXTENSIVE NATIONWIDE INITIATIVE FOR DTV OUTREACH** *Agency to Focus on Markets with High Levels of Over-the-Air Television Viewers*

Washington, DC – FCC Chairman Kevin Martin today announced a nationwide initiative to increase awareness about the upcoming transition to digital television. The FCC identified target television markets for specific DTV outreach, including all those markets in which more than 100,000 households or at least 15% of the households rely solely on over-the-air signals for television.

Chairman Martin announced that the five FCC Commissioners and other Commission staff will fan out to these and other markets to raise awareness and educate consumers in the days leading up to the digital television transition on February 17, 2009.

At each stop, there will be a public event, such as a town hall meeting, workshop, or roundtable with an FCC Commissioner to highlight the digital transition, and be available to local press. In coordination with these visits, the FCC will work with local broadcasters and radio stations to increase the broadcasts of Radio and TV DTV PSAs. All combined, this outreach is designed to educate consumers in these DMAs and especially those groups that are most vulnerable in the transition: Seniors, People Living Tribal and Rural Areas, People with Disabilities, Individuals with Low-Incomes, Minorities and Non-English Speakers.

Chairman Martin was joined by representatives from the National Association of Broadcasters, Consumer Electronics Retailer Coalition, Consumer Electronics Association, and the National Cable Telecommunications Association for the announcement at the Newseum in Washington, DC, one of the television markets identified. The NAB and members of the DTV Coalition will be assisting the Commission throughout this nationwide tour.

“As part of our efforts to prepare consumers for the transition, we have identified television markets in which the largest number of viewers will have to take action to be prepared for the transition six months from now,” Martin said. “This unprecedented nationwide tour by the entire Commission is part of our commitment to prepare and educate consumers about the digital television transition.”

Recognizing the challenges many viewers in these communities may face, Commissioners unanimously agreed to travel coast-to-coast to hold public events, meet with community leaders,

broadcasters, and other stakeholders to highlight steps consumers need to take to be prepared for the transition.

In the coming weeks, an FCC Commissioner will be in the following cities:

Anchorage, Alaska	8/27/2008
Fairbanks, Alaska	8/28/2008
Baltimore, Maryland	9/8/2008
San Francisco, California	9/11/2008
Austin, Texas	9/18/2008
Houston, Texas	9/17/2008
Memphis, Tennessee	9/19/2008
New York, New York	9/27/2008
Boise, Idaho	9/29/2008
Atlanta, Georgia	9/29/2008
Missoula, Montana	9/30/2008
Helena, Montana	10/1/2008
Bozeman, Montana	10/2/2008
Billings, Montana	10/3/2008
Nashville, Tennessee	10/7/2008
Charlotte, North Carolina	10/16/2008
Denver, Colorado	10/16/2008
Seattle, Washington	10/20/2008
Spokane, Washington	10/21/2008
Yakima, Washington	10/22/2008
Portland, Oregon	10/23/2008
Chicago, Illinois	11/20/2008
Phoenix, Arizona	12/29/2008

The Commission will release periodic updates on markets that the Commission will visit as future trips are finalized.

In the days prior to each visit, FCC staffers will be on the ground providing technical and outreach assistance to local broadcasters, community leaders, and other stakeholders, to prepare for the transition to digital. The FCC will also be coordinating with NAB to explore whether these DMAs may participate in a temporary turn off of their analog signals (“soft tests”) to determine consumer readiness of the DTV transition.

The following is a list of areas the FCC will visit prior to February 17, 2009. More information will follow regarding upcoming dates for the remaining cities.

- Albuquerque-Santa Fe, New Mexico
- Anchorage, Alaska
- Atlanta, Georgia
- Austin, Texas
- Baltimore, Maryland
- Bangor, Maine
- Billings, Montana

Boise, Idaho  
Boston, Massachusetts  
Bozeman, Montana  
Charleston, South Carolina  
Charleston, West Virginia  
Charlotte, North Carolina  
Chattanooga, Tennessee  
Chicago, Illinois  
Chico-Redding, California  
Cincinnati, Ohio  
Cleveland-Akron (Canton), Ohio  
Colorado Springs,-Pueblo, Colorado  
Columbus, Ohio  
Dallas-Fort Worth, Texas  
Dayton, Ohio  
Denver, Colorado  
Des Moines-Ames, Iowa  
Detroit, Michigan  
Duluth-Superior, Minnesota  
El Paso, Texas (Las Cruces, NM)  
Erie, Pennsylvania  
Fairbanks, Alaska  
Fort Wayne, Indiana  
Fresno-Visalia, California  
Grand Rapids-Kalamazoo-Battle Creek, Michigan  
Green Bay-Appleton, Wisconsin  
Greenville-Spartanburg, South Carolina  
Harlingen-Weslaco-Brownsville-McAllen, Texas  
Helena, Montana  
Honolulu, Hawaii  
Houston, Texas  
Idaho Falls-Pocatello, Idaho  
Indianapolis, Indiana  
Joplin, Missouri-Pittsburg, Kansas  
Kansas City, Missouri  
Knoxville, Tennessee  
La Crosse-Eau Claire, Wisconsin  
Lansing, Michigan  
Laredo, Texas  
Los Angeles, California  
Lubbock, Texas  
Madison, Wisconsin  
Memphis, Tennessee  
Miami-Fort Lauderdale, Florida  
Milwaukee, Wisconsin  
Minneapolis-St. Paul, Minnesota  
Missoula, Montana  
Nashville, Tennessee

New York, New York  
Philadelphia, Pennsylvania  
Phoenix, Arizona  
Portland, Oregon  
Raleigh-Durham, North Carolina  
Richmond-Petersburg, Virginia  
Rochester, New York  
Sacramento-Stockton-Modesto, California  
Saint Louis, Missouri  
Salt Lake City, Utah  
San Antonio, Texas  
San Diego, California  
San Francisco-Oakland-San Jose, California  
Seattle-Tacoma, Washington  
South Bend-Elkhart, Indiana  
Spokane, Washington  
Springfield, Missouri  
Tampa-St. Petersburg, Florida  
Toledo, Ohio  
Tucson, Arizona  
Tulsa, Oklahoma  
Twin Falls, Idaho  
Washington, DC  
Wausau-Rhineland, Wisconsin  
Yakima-Pasco-Richland-Kennewick, Washington  
Yuma, Arizona-El Centro, California

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