



# NEWS

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

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

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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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NEWS MEDIA CONTACT:  
Clyde Ensslin, 202-418-0506  
[clyde.ensslin@fcc.gov](mailto:clyde.ensslin@fcc.gov)

## **Wilmington Broadcasters Will Provide Emergency Announcements and Informational Messages about the DTV Transition after September 8 on Traditional Analog Channels**

*Washington, DC* –Beginning at 12 noon on September 8, 2008, WWAY (ABC), WSFX-TV (FOX), WECT (NBC), WILM-LP (CBS) and W51CW (Trinity Broadcasting) will transmit their commercial programming only on digital channels.

Viewers tuning to the stations' traditional analog channels following September 8<sup>th</sup> will see graphics informing them of options for receiving digital broadcast signals through the month of September. In the event of an emergency, such as a hurricane, the stations may elect to provide emergency information and announcements on their old analog channel. On February 17, 2009, all full power stations must by law cease transmitting any analog signal. Stations that are transitioning on February 17, 2009 will not be able to retain analog signals for any purpose, including emergency broadcasts. Wilmington stations and viewers, however, will be able to receive emergency announcements, and other informational messages about the DTV transition on traditional analog channels. This is a benefit of their participation in the early transition. The text of the informational message regarding the DTV transition will be as follows:

"At 12 noon on September 8, 2008, commercial television stations in Wilmington, North Carolina began to broadcast programming exclusively in a digital format.

If you are viewing this message, this television set has not yet been upgraded to digital.

To receive your television signals, upgrade to digital now with a converter box, a new TV set with a digital (ATSC) tuner or by subscribing to a pay service like cable or satellite.

For more information call: 1-877-DTV-0908 or TTY: 1-866-644-0908 or visit [www.DTVWilmington.com](http://www.DTVWilmington.com)".

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