



NEWS

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FCC CREATES TELEVISION PUBLIC SERVICE ANNOUNCEMENTS AND EDUCATIONAL VIDEO TO HELP PREPARE FOR TRANSITION TO DIGITAL PSAs Distributed to English and Spanish Broadcast Stations; Educational Video Available through DTV.gov

Washington, DC – As part of its effort to provide Americans with the information they need to make a smooth transition to digital television, the Federal Communications Commission today released television public service announcements (PSAs) and a long form educational video. The 30 and 60-second PSAs, produced in English and Spanish, convey basic information regarding the transition and steps consumers must take to prepare. Copies were distributed to 1,368 full powered commercial English broadcast stations as well as 100 Spanish broadcast stations.

The long form educational video conveys greater detail regarding the transition in four parts: *What is DTV*, *What You Need to Know*, *Watching DTV with a Converter Box*, and *Summary*. The video helps the consumer decide whether or not they need a converter box for their television, gives a step-by-step guide to connecting a converter box to their television, and explains how to rescan for channels after the end of the transition.

The PSAs and the educational video can be viewed at http://www.dtv.gov/video_audio.html. Requests for broadcast-quality versions can be made through DTV.gov or by contacting Rosemary Kimball, at Rosemary.Kimball@fcc.gov.

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News about the Federal Communications Commission can also be found on the Commission's web site www.fcc.gov

ATTACHMENT:

Below are the transcripts for the PSAs and the video:

National Public Service Announcement Script:

Is Your TV Ready For Digital?

Sample :60 Script

[Chairman/Commissioner on Camera:]

Hello, I'm _____ of the Federal Communications Commission. By February 17th, TV stations will stop broadcasting in analog and broadcast only in digital. Your TV needs to be ready so you can keep watching.

[Chairman/Commissioner Voice Over:]

If you have a TV with a digital tuner, you can already watch digital television. If your TV is connected to cable or satellite, this change shouldn't affect you. But if you use an older TV with rabbit ears or a rooftop antenna you need to act.

You can buy a new TV. You can subscribe to cable or satellite or you can buy a converter box and plug it into your older TV. The government offers you two \$40 coupons toward the cost of converter boxes. If your TV is ready, you can get the benefits of digital broadcasting today!

But don't delay or... [SFX: Static sound]

[Announcer Voice Over:]

Is your TV ready for digital? For more information, visit DTV.gov or dial 1-888-CALL-FCC.

¿Está su televisor preparado para digital?

60-Second Spanish TV Script

[Commissioner on Camera]: ¿Está su televisor preparado para digital?

Hola. Soy el Comisionado _____ de la FCC. Para el 17 de febrero las estaciones de televisión acabaran señales analógicas y únicamente emitirán señal digital. Su televisor tiene que estar preparado para que pueda seguir viéndolo.

[Announcer Voice Over]: Si usted tiene un televisor con sintonizador digital, usted ya esta viendo televisión digital. Si su televisor está conectado a televisión por cable o satélite, éste cambio no le afectará...

Pero si usted tiene un televisor viejo con antena fijada o de techo, tiene que actuar.

Puede comprar un televisor nuevo ...

Puede suscribirse a cable o satélite....

o puede comprar una caja convertidora y conectarla a su televisor. El gobierno ofrece cupones para ayudar con las cajas convertidoras.

¡Si su televisor ya está listo, puede disfrutar de los beneficios de televisión digital hoy mismo!

Pero no se demore o...[Static sound]

¿Está su televisor preparado para digital? Visite DTV.gov o llame al 1-888-CALL-FCC para más información.

Educational Video Script

Chapter One - What is DTV?

[Voiceover]

This video is furnished by the Federal Communications Commission.

[Chairman on screen]

Is your TV ready for digital? Hello I'm Chairman Kevin Martin of the Federal Communication Commission. By February 17th TV stations will stop broadcasting in analog and broadcast only in digital. Your TV needs to be ready so you can keep watching.

[Voiceover]

Digital television, also known as DTV, is here. And, after February 17th, TV stations will turn off their analog signal. The FCC wants to be sure you are ready to keep watching TV.

DTV offers improved picture and sound quality, and, for many people, additional free programming. If your TV is ready, you can have the benefits of DTV right now.

This video will explain how to tell if your TV is ready for the DTV transition. And if not, about the options you have for getting DTV.

Even if you're ready for DTV, you'll still want to watch this video. Maybe you can help a friend or neighbor who's not ready, or who doesn't know if they're ready.

And if you need to know more, you can call us toll-free at 1-888-CALL-FCC. Or you can go online at www.DTV.gov.

Currently, most TV stations are broadcasting in both analog and digital formats. But after February 17, 2009, TV stations will broadcast only in digital. This change is called the "DTV transition."

Why all digital? Because digital technology works more efficiently. Digital takes up less space, or spectrum, than analog technology.

As a part of the DTV transition, more spectrum is now being made available for important public safety needs, such as local police, fire and emergency rescue communications.

Digital technology also provides more programming options, because in the same amount of spectrum that stations use to broadcast one analog channel, they can broadcast multiple digital channels. This is called multicasting. With these extra channels comes the opportunity for broadcasters to offer more local programming.

So what should you do to prepare for the DTV transition and make sure you can continue watching your favorite channels and programs? Well, most people won't have to make any changes at all, and for those who do, there are simple steps that you can take right now. More about that coming up.

But we also want to encourage you to call 1-888- CALL-FCC for more information. Or go online – our website offers fact sheets and answers to frequently asked questions....everything you need to know to be ready for the DTV transition.

Chapter Two - What You Need to Know

This video is furnished by the Federal Communications Commission.

What you need to do to be ready for the DTV transition depends on how the TVs in your home currently receive broadcast signals.

Most of us get our television signal in one of three ways: from a cable provider, from a satellite provider, or over-the-air through an indoor or outdoor antenna -- like rabbit ears on your TV or a rooftop antenna.

If your TV is connected to cable, the change to digital-only broadcasting shouldn't affect you. Likewise, if your TV is connected to satellite and you receive your local broadcast stations from that satellite provider, the change to digital-only broadcasting shouldn't affect you.

But if you have a TV that gets an over-the-air signal with rabbit ears or a rooftop antenna, you may need to act.

Built inside your television is a piece of equipment called a tuner. If you have an older television, it probably has an analog tuner. If you have a newer television, one that you bought in the past few years, it may also have a digital tuner.

If you have a digital tuner in your television, it's a digital TV, and you will be able to continue to watch television without doing anything extra. One easy way to identify a digital television is to look for one of these logos.

But if you have an older TV with only an analog tuner inside, you'll need to take action in order to keep watching that TV after February 17. You have three different options, and you can choose the one that is best for you.

First, you could buy a TV with a digital tuner and use the antenna you have now to watch free over-the-air broadcasts. Just to be clear, you do not need to buy an HDTV to receive digital television signals. "High definition" is one kind of digital television, but any TV with a digital tuner will let you watch DTV broadcasts.

Second, you could subscribe to cable or satellite, and get your local channels through your provider.

Third, if you want to continue watching free, over-the-air television using the analog TV and the antenna you already have, you can do that -- by hooking your TV up to a digital-to-analog converter box.

Each analog TV in your home will need its own converter box. Converter boxes are available in stores now. These boxes generally cost between \$40 and \$70.

To help out households that need to purchase converter boxes, Congress set up a program that will give you up to two \$40 coupons to be used towards the purchase of converter boxes. You can apply for your coupons by calling 1-888-388-2009, or online at www.DTV2009.gov. To find out more you can call us toll free at 1-888-CALL-FCC or go online at www.DTV.gov.

Depending on where you live, you may want to explore whether some of your favorite stations are what are known as "low-power" stations. The February 17th deadline for ending analog broadcasts does not apply to these stations, and if you want to keep watching them after hooking up your TV to a digital-to-analog converter box, you may need a converter box with a feature called analog pass-through.

To find out more about this and other available features, you can call us at 1-888- CALL-FCC. Or go online at www.DTV.gov. You can also check with your retailer.

No matter which option you choose, digital broadcasting can bring more programming choices and better picture and sound quality into your home, so start exploring your options today!

Chapter Three - Watching DTV With a Converter Box

VO: This video is furnished by the Federal Communications Commission.

In order to watch free, over-the-air broadcasts on an analog TV after February 17, 2009, you'll need to hook your TV up to a digital-to-analog converter box. Remember, you'll need to get a converter box for each analog TV in your home that receives over-the-air signals.

Your new converter box should come with a coaxial wire, a remote control, AND an instruction manual. We urge you to follow the instructions that come with your particular converter box.

You can also call us or visit our website for detailed information.

But hooking up your converter box up should be fairly simple. First, unplug your TV from the wall. Then, remove the antenna wire that is currently plugged into your TV, and plug it into the “Antenna In” port on the box. Then, plug one end of the new wire into the “Out to TV” port on the box, and the other end into the “Antenna In” port of the TV.

If your antenna wire looks like this, not to worry, just remember to purchase the necessary adaptors that will make it possible for you to use the coaxial ports on the converter box.

Plug in and turn on your TV and converter box. Tune your TV to channel 3 or 4, and using the remote that comes with the converter box, make sure to follow the on screen set-up guide which will scan for available DTV channels in your area and set your TV up to receive them.

You should re-scan for available channels periodically during the transition, in order to capture those stations that change to digital or change their location after your initial set-up.

Even with this new set up, remember that you are still getting your signal from an antenna. Generally, an outdoor antenna gets better reception than an indoor antenna. If you already have an antenna and are getting good quality reception on channels 2 through 51, your antenna should work fine for digital. Some antennas that get poor reception with analog—or can’t get stations above channel 14—may need to be upgraded. But you do NOT need to purchase a special DTV or HDTV antenna to receive DTV signals. You should always try your antenna first, before upgrading. You may, however, need to adjust where your antenna is pointing to get the best signal.

You can call us at 1-888-CALL-FCC for more information on antennas. Or go online at www.DTV.gov.

So to re-cap...

Step 1: Unplug your TV from the wall

Step 2: Remove your Antenna wire from the TV and plug it into the “Antenna In” port on the box.

Step 3: Plug Coaxial wire into the “Out to TV” port on your converter box

Step 4: Plug the remaining end of the coaxial cable into “Antenna in” on TV.

Step 5: Plug in your TV and turn on the converter box.

Step 6: Tune your TV to channel 3 or 4 and follow the on screen set-up guide

Your VCR will work with your analog TV after the transition. If you want to use a VCR to watch videotapes you won't need a converter box. If you want to use a VCR to record a DTV program, you can hook your VCR to a converter box and it will record your program. Again, you can call us or visit the FCC website for more information.

With a converter box, you can watch closed-captioned programs like you did before. Also, with some converter boxes, you can change the size, font and color of your digital captions.

You can start getting ready right now for the DTV transition. The sooner you act, the sooner you will be able to start enjoying all the benefits of digital television!

Chapter Four - Summary

This video is furnished by the Federal Communications Commission.

Today we've shown you how to tell if your TV is ready for DTV—and we've shown you options for making the switch to DTV if you need to.

Remember, if you have a TV with a digital tuner, you can already watch DTV. If your TV is connected to cable or satellite, the change to digital shouldn't affect you.

But if you use an analog TV with rabbit ears or a rooftop antenna, you need to act. You can buy a TV with a digital tuner... You can subscribe to cable or satellite...

Or, you can buy a converter box and plug it in to your analog TV. You can get up to two \$40 coupons toward the purchase of converter boxes. To apply for your coupons, call toll-free 1-888-388-2009 or go online to www.DTV2009.gov.

And remember, if you're ready for DTV, you might be able to use the information we've provided to help your friends and relatives get ready as well.

If you have any questions, the FCC is ready to help. You can call us toll-free at 1-888-225-5322. That's 1-888-CALL-FCC. Or find us online at www.DTV.gov.

[Chairman on screen]

If your TV is ready you can get the benefits of digital broadcasting today. But don't delay, or...

[Screen to static with date banner]