

DTV Simplified
Script 8
TRT 26:50

***Production Note:** This show will be shot in 16:9, protected for 4:3 (for a center cut delivery). The program will be captioned in Spanish and English.*

***“Customized Donut” Note:** For those markets that would like to feature their own talent in the program (e.g. anchorpersons), we will provide script, b-roll/GFX package and a slightly shorter version of the entire program for them to do “local” open and closing segments (ala Dateline, etc.) Should a station choose to use the Customized Donut, they would do their Open right here... For those markets who decide to air our program “as is,” their program begins with the next line.*

1. Cold open: Music up. Cut to montage of various people on the street addressing camera directly (including some lines done in Spanish, perhaps).

(Multiple individuals; words may be a little different)

What is the Digital TV Transition?...
I’ve heard about it, but does it really affect me?...
Do I have to *do* anything?...
“Digital *what?*”...
Hey, all I want to do is watch the ballgame...
I *don’t* want to buy another television...
I’m gonna buy a new TV!...
Please tell me this *isn’t* complicated or confusing...

2. Faces of the people we’ve just seen build together and transition to main title: “DTV Simplified”.

ANNC

The answers are here, America. For the next thirty minutes, *this* is “DTV Simplified.”

3. Music builds to a finish, title holds...

4. Full-frame transition from title GFX to studio. The set is very minimal, yet warm. Not a nebulous space and not quite a living room; somewhere in between. The stage also has a “conversation area” with matching chairs. Our hosts (Christiana and Adam) arrive at center stage having taken a few steps. Adam and CC are identified with lower-thirds as they begin speaking.

Segment One - Overview of the DTV Transition:

100. Wide shot, sweeping camera move in, Adam and CC enter from opposite sides of frame and arrive at their marks. They are dressed casually.

CC

Hello there.

Adam

Welcome to “DTV Simplified,” which is, just what it sounds like...

CC

A show dedicated to clearing up the whole “Digital Television Transition” you’ve probably been hearing about. Really, it’s *not* that complicated -- and we’re gonna get LOTS of help from experts as well as regular folks, like me and this guy, who just enjoy watching TV without a lotta fuss.

101. By now, Adam and Christiana have settled on their marks. As we cut to each, OTS GFX appear over their shoulders as needed.

Adam

The Transition isn’t as hard to understand as you might think, but it is a *huge deal*. For some people, *not* doing *anything* could mean no more of their favorite programs....

CC

And for others, there’s nothing to worry about at all. If you *already have* cable or satellite, or a digital TV, you don’t have to do a thing.

Adam

Except to keep watching us. By the way, how do I know if I have a digital TV?

CC

We’ll get to that in a few minutes. But first, here’s how you know if you *don’t* have one. If you get your programs via rabbit ears or a rooftop antenna, on an older TV, you most likely have an *analog* television, and you’re definitely gonna want to stay with us.

Adam

Right. So, what *is* the DTV Transition anyway? Well, at midnight on February 17th, 2009, all *full-power* television stations in the United States will stop broadcasting in analog and switch to 100% digital broadcasting. As for some low-power and noncommercial analog TV stations, more details on them as we go along...

CC

And “digital broadcasting” means you’re more likely to see a clearer picture, hear better sound and get more programming options.

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Adam

Not only that, but the DTV Transition is going to free up airwaves for new purposes, including use by emergency responders in your community. And that's a good thing.

102. Cut to CC.

CC

So, why did the federal government call for a switch from analog signals to digital?

Adam

(confident)

Because they just felt like it.

CC

No.

Adam

Oh.

CC

The idea for the switch came about because, among other things, Congress saw a need to free up frequencies that result in better commercial wireless technologies *and* greater public safety services...

Adam

Police, fire, emergency rescue personnel... All of these professionals will be assured uninterrupted contact with each other after the Transition.

CC

We'll hear more on this those in uniform later on... Another beneficial aspect to the transition of analog to digital TV is that digital broadcast is a more efficient transmission technology.

Adam

So what does that mean? *(CC thinks he's speaking rhetorically)* Seriously, what does that mean?

CC

Oh, it means broadcasters will be able to fit more program information, better picture and sound quality, and even more channels into digital channel broadcast streams! It also allows for free, over the air High Definition programming for homes with an HD-TV.

Adam

(Now it's obvious he got it all along)

So, if the idea of more channels, sharper TV images, cleaner sound, and freed-up frequencies to help emergency personnel do their jobs better sounds pretty good to you, then you're starting to get WHY the switch from analog to digital TV or "DTV" is pretty exciting.

103. Cut to CC in a CU.

CC

In fact, the Transition is actually just another step in the continuing evolution of TV. And it won't be the last! Like other pieces of technology in our lives— Cars, phones, coffeemakers, computers, you-name-it— *change* is just par for the course. And TV's no different.

104. Cut wide.

Adam

So, for a little perspective on *how* TV has always been about change, we present, "The History of Television"--

CC

"In About Two-Minutes." Enjoy!

Segment Two – History of Television:

200. Music change. Cut to full-frame "DTV Simplified" transition GFX to an image of the infinite stars in space, "camera" pans to reveal the earth. It rotates to reveal nerfy, 3-Dish title text reads, "The (Quick) History of TV".

Adam (VO)

"The *Quick* History of TV"...

201. Deleted.

202. Hold on the "History" title for a beat, music stings out. Push into the center of the image to reveal a nebulous GFX background. This is the environment in which the remainder of the segment plays out.

203. Unless otherwise noted, images/stock footage/etc. follow copy along with some sort of running timeline.

Adam (VO)

First, you have to go back to 1884, with the design of something called the scanning disk, which led to *mechanical* televisions... Then, fast-forward to June 13th, 1925 for the first broadcast in the U.S... Charles Francis Jenkins sent out a 10-minute film of a miniature windmill in motion... He called it, "radiovision." Windmills: Now THAT was hot.

Christiana (VO)

And broadcast TV was off and running. First over wires, then through the air to rabbit ears and antennas of all sorts...

204. Move on to images of engineers, test patterns, cameras, TVs, etc. from the '40s.

Adam (VO)

By 1941, the government decided on a "broadcast standard" and established all the technical mumbo-jumbo that defines the analog TV transmission we have still have today.

205. Timeline zips forward to Feb. 17, 2009!

Christiana (VO)

Which all changes as of February 17th, 2009.

206. Cut to Adam and Christiana on set.

Adam

Right. But we skipped some history, didn't we?

Christiana

We did. But hurry it up.

207. Cut back to GFX. Timeline zips back to 1940s with SFX for a beat.

Adam (VO)

After World War II, TV purchases went through the roof... By the mid-'50s, half the U.S. population had a TV. And by 1962, that number was 90-percent!

207A. Cut back to Adam and CC in black and white, color bleeds back in over the course of the line (if the stock footage feels lacking).

Christiana

And broadcasts were still mostly in black and white.

Adam

Even though color TV was being tested in the '40s and '50s, color *broadcasts* were pretty rare. But by 1967, all the networks were broadcasting at least some of their shows in color.

207B. Cut back to timeline GFX.

Christiana (VO)

By 1972, for the first time, Americans bought more color sets than black and white TVs.

Adam (VO)

And the '70s also ushered in cable broadcasters... So more channels—

208. Cut back to set.

Christiana
(*cutting in*)

And more guys hogging the remote.

Adam

A stereotype, but guilty as charged.

209. Cut back to GFX. Adam, continuous.

Adam (VO)

The late '70s and early '80s brought us satellite delivery of TV—and a new rooftop icon: the dish.

Christiana (VO)

And most recently, our TVs have gone on a diet. We've moved from chunky, tube TVs, to slimmer LCDs and Plasmas...

Adam (VO)

And as of February 17th, 2009, officially across the nation, we get to see the latest in the always-changing technology that IS television: Digital broadcast!

And after that, just more and more cool advances.

210. Final GFX resolve and transition back to set.

Christiana

That's for sure.

Adam

Okay. Can I have my remote back now?

Christiana

I'll think about it...

211. Cut to “DTV Simplified”-inspired full-frame GFX set to music.
With a header like, “DTV: Did You Know?” the following text builds onscreen:

Not sure if you have an analog TV? Just look in your owner’s manual. If your television is labeled as “analog” or “NTSC,” but is NOT labeled as having a digital tuner, it most likely has an analog TV tuner.

If you use a set-top or rooftop antenna for your analog TV, that means to continue viewing broadcasts after February 17th, 2009 on that TV, you will need to install a digital-to-analog converter box.

212. Music change. With GFX transition, show shots of Christiana’s interview segment with Public Safety officials (perhaps in a GFX frame or enclosure of some sort).

ANNC

Coming up... A conversation with public safety officials about how the DTV Transition will help make our lives safer... When “DTV Simplified” returns.

213. With a Bumper Out “DTV Simplified” GFX, music stings out and we cut to black.

Station Break #1...

300. Bumper In “DTV Simplified” GFX. Transition to various shots and GFX from the show so far.

ANNC

Welcome back to “DTV Simplified”... Your guide to the Digital Television Transition.

301. Music stings out.

Segment Three – Emergency Services Benefit:

302. Cut to full-frame “DTV Simplified/Benefits to Public Safety” GFX transition back to the set. *Note: From this point until the end of the show, during the studio portions, we periodically have a crawl at the bottom of the screen with the Federal Government contact phone number and website for more information (alternating in English, Spanish, perhaps also other languages.)*

Christiana is in the conversation area of the stage with Hennepin County Sheriff Rich Stanek and Richfield, Minnesota Fire Chief Brad Sveum. Both guests are identified with lower-thirds.

Christiana
(to camera)

All right. Let’s look at how the DTV Transition can make us safer...
(turns to guests) I’m here with Richfield, Minnesota Fire Chief, Brad Sveum. And also Hennepin County Sheriff, Rich Stanek. Thanks to you both for joining us...

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CC

Sheriff Stanek, you helped coordinate rescue operations of the 35W Bridge Collapse in August of 2007 in Minneapolis. Tell us how, in the face of an emergency like that, broadcast frequencies made possible by the DTV Transition can help you and your colleagues do your jobs better...

Sheriff Stanek

(These are just suggestions; obviously his comments should be in his own words)

- After the Transition, certain former analog broadcast channels will be reallocated to public safety communications...
- Obviously, effective communications in emergency services is critical...
- When we experienced the 35W bridge collapse in the Twin Cities, fortunately, the communication across the different agencies was excellent. But that's not always the case in all parts of the country.
- After this transition, dedicated frequencies for my department, Tim's firefighters, local police and other emergency responders are going to be really valuable for us to do our jobs the best we can.

CC

(Turns to Chief)

And how about you? You work with firefighters who deal with a whole host of emergency situations every day. What do you see as some of the benefits to your operations as far as these freed-up frequencies are concerned?

Chief Sveum

(These are just suggestions; obviously his comments should be in his own words)

- We all remember that during 9/11, there were communication problems between different agencies.
- Maintaining dedicated frequencies will keep delays in communication like that from happening again.
- This is a great opportunity for all of us to help the public the best we can.

CC

Did it surprise you that a change to TV broadcasting could have an impact on your day-to-day work?

Chief Sveum

- Yes... Effective communication for everyday emergency responses is a big deal, too...
- If we can react quicker, shorten our response times, that's a huge plus...

CC

And what do you say to people who feel like this change is kinda unnecessary?

Chief Sveum

- People should look at the positives to public safety with the Transition...
- For instance, as we plan for big events, effective communication with multiple agencies is always in our minds. Anything that can keep the public safer seems like a pretty good thing to me.

CC

Sheriff Stanek, any words of encouragement for anyone who's maybe a little skeptical of the DTV thing?

Sheriff Stanek

- Considering the huge public safety benefits, I'd just like people to know that those of us in the business of helping people value what this DTV Transition means in terms of us doing our jobs better.

CC

Chief, any final thoughts?

Chief Sveum

- Chief Sveum builds on the public safety benefits notion...

CC

Well okay. Thank you both for your take on this issue. I really appreciate it. *(Turns to camera)* Coming up in a minute, we'll look at the not-at-all-complicated details of getting that Digital signal into your home.

M1. For More Information....:

Transition to onscreen GFX (set to music, sound design) in a simple, elegant style.

M2. GFX/Text, one line at a time, over simple background reads...

Like TV?

Great changes are coming...

The DTV Transition happens February 17, 2009...

More channels...

More choices...

Crisp picture...

Cleaner sound...

Have cable or satellite? You most likely don't have to do anything!

Already have a digital TV? You're all set!

Have an analog TV plus rabbit ears or a rooftop antenna? All you need is a converter box.

Installs in minutes...

There's even a \$40-off coupon (up to two converter box purchases per household, while supplies last)!

Need more info?

www.dtv2009.gov

1-888-388-2009

or

1-877-530-2634 (TTY)

9 a.m. to 9 p.m. Eastern, M-F

Segment Four – Install is Easy:

400. Transition with full-frame “DTV Simplified/Installation Is Easy” GFX to Adam standing now at the slightly reconfigured conversation area with a Geek Squad Home Installer (NOT in uniform). This installer's lower-third simply states his name and his “years of experience” perhaps. Before them is an analog TV with a set of rabbit ears on top of it and a converter box.

Adam

(To camera)

Okay, you've got an older TV with an analog tuner, rabbit ears or maybe an antenna on the roof. The DTV Transition is coming... *(Turns to guest)*
Mike, walk us through just how we're gonna enjoy fully digital television viewing!

Mike

(Obviously, he'll use his own words; these are just suggested ideas)

- No problem... First of all, I should say that if a person gets their TV signal from cable or satellite, they usually don't have to do a thing. Your provider has probably taken care of the techie stuff "upstream" from your house. If you have any questions, just call your provider directly.
- If you've got an analog TV and you get your signal from a rooftop antenna or rabbit ears like these, and you don't want to buy a new digital TV or sign up for a pay-TV service right now, all you need to do is pick up a DTV converter box from pretty much any consumer electronics retailer out there...

Adam

Cool. Now tell us the details on the coupon you can get for this guy...

401. At this point, Coupon contact info crawls onscreen...

www.dtv2009.gov

1-888-388-2009

or

1-877-530-2634 (TTY)

9 a.m. to 9 p.m. Eastern, M-F

Mike

- Any household can apply for up to two coupons for 40-bucks off the purchase of a converter box.

Adam

(Thinking he see a "catch" here)

But, how much are the boxes?

Mike

- They range from about 50 to 70 dollars, so the coupon will cover a lot of the price.

Adam

Excellent. *(To camera)* And by the way, we're gonna show the coupon info again later on, so if you want to grab a pen and paper right now, you should. *(To Mike)* Okay, show us how to hook this up!

Mike

- Talks us through the basic hook-up of a converter box to a TV equipped with rabbit ears.
- Mike demos optimal connectivity with RCA composite video and audio; mentions secondary option which is RF connection.

- He reminds us that you'd follow the same procedure with a rooftop antenna...
- Says something like, "Your existing antenna should work just fine with the converter box."

Adam

Now hold on... What if my parents want to hook up their VCR? How's that work?

401Alt.

Adam

Now hold on... What if I want to hook up my VCR? How's that work?

Mike

- Mike talks us through getting a digital signal from the converter box, to the VCR, to the TV.

Adam

Gotcha... Now what?

Mike

- Once your converter box is hooked up, you just have to let it do basic self-programming, and you're all ready.

401A. Lower-third with "antennaweb.org" appears with Mike's copy.

Adam

What's "self-programming?"

Mike

- It just means the converter box is scanning the digital signals in your area to find every available channel.
- If you want to know which signals are available where you live, you can go to antennaweb.org, and just type in your address.

Adam

So that's it? You didn't even have to use power tools or hike your pants up and look concerned?

Mike

- Nope. It's a pretty user-friendly deal.
- And, if you don't feel like hooking the converter up yourself, most retailers have service people like me who can come out to your house, hook everything up, program your remotes... All that stuff.

Adam
But THAT costs a little extra, right?

Mike
• Yes. It's usually a flat fee for the in-home service. Just ask about all that at the store where you buy the converter. They're all going to have different prices and service offerings.

402. Cut to Adam.

Adam
Sounds good. Thanks a bunch, Mike. (*To camera*) Now, as promised, here's that information for getting yourself up to two \$40-off coupons per household for your own converter boxes.

403. Transition to full screen info set to music for how to get coupon. Perhaps also show actual screen shots of a cursor clicking on the "request coupon" button.

www.dtv2009.gov
1-888-388-2009
or
1-877-530-2634 (TTY)
9 a.m. to 9 p.m. Eastern, M-F

404. Cut to "DTV Simplified"-inspired full-frame GFX set to music. With a header like, "DTV: Did You Know?" the following text builds onscreen:

If your TV is labeled "Digital Monitor," "HDTV Monitor," "Digital Ready," or "HDTV Ready"...
This does not mean that it actually has a digital tuner.
You still need a separate set-top tuner to view programs in the new digital standard (which includes HDTV).

500. Full-frame "DTV Simplified/Possible Technical Issues" GFX transition, then back to set, Adam alone.

501. **Segment Five – Technical Issues.**

Adam
As you can imagine, there are a couple *potential* technical issues that can come up with the conversion of analog to digital TV. For a quick rundown, I give you...

502. Cut to a bold title treatment over a digital-ish feeling background.

Adam (VO)
(*Walter Winchell-ish Voice*)
“A Couple of Issues You May Experience!”

503. Music stings out, title resolves and holds for a beat, cut back to Adam.

Adam
(*Normal voice now*)
Yeah. In other words, here are some things to be aware of with the Transition that might influence your TV watching experience...

504. Cut to image of a stylized analog TV with fuzzy picture; then TV with converter box and digital picture “there/frozen/not there.”

Adam (VO)
Remember when your analog TV would go all fuzzy when it wasn’t tuned in, but you could still sorta make out the picture? Well, if your new, digital signal isn’t getting to your antenna with enough strength, it doesn’t do that. Because of the technical way that the digital information is getting to your house, it’s either tuned in, or its not.

505. Cut back to Adam. OTS GFX follow copy.

Adam (on/off cam)
Sometimes, just putting your antenna in a new spot, or a slight antenna upgrade is all you need to take care of that. But in rare cases, you might lose a station entirely during the Transition. This might be a short-term or a long-term situation based on each TV station’s individual broadcast plan. Again, this is gonna be the exception, not the rule.

506. Cut back to Adam.

Adam
Even after the DTV Transition happens, there are still going to be a number of what are called “translator” and “low-power” stations that are *exempt* from switching over to digital broadcast. These are often noncommercial stations, community broadcasts and also stations located out in rural areas that simply help repeat the signal from bigger stations in the city.

507. Adam holds up a converter box that has the analog pass-through at the right time.

Adam

So if you watch free over-the-air TV, and you've got an analog TV, *and* you think you watch low-power or translator stations-- all it takes is a phone call to the station to find out, by the way-- you need to make sure to buy a converter box with "analog pass-through."

508. Cut to CU of pass-through label on back of converter box.

Adam (VO)

It makes sure you can watch all the digital programming, *as well as* signals from those low-power stations that are going to remain analog for a while, after you hook it up.

509. Cut back to Adam.

Adam

Now, while most retailers currently carry analog pass-through boxes, there are some boxes out there that *don't* have this feature. So if you have one of those, don't panic. If you're in an area where you've got a mix of digital programming and low-power analog stations, you can still get both on your TV.

510. Adam holds up a splitter kit, then cut to full-frame GFX that follow copy. Or, just cut to splitter kit image GFX with copy.

Adam (on/off cam)

Just get yourself a splitter kit from a home electronics store and hook it up to your antenna... Out the other side you'll have a signal to go into the converter box for those delicious digital broadcasts, and also a feed with analog signals to your TV, as well.

511. Cut back to Adam.

Adam

Piece of cake! Okay, that's enough techie-talk for a while. Now let's check out some *real* people who have all dealt, in one way or another, with the switch to digital TV already...

512. With full-frame "DTV Simplified/Real World Stories" GFX transition, cut to next segment.

600. Segment Six – Real World DTV Stories:

Cut to a pre-taped video of three different families and/or individuals who have already dealt with the DTV Transition: an older couple, a Hispanic family with young kids, and another family... Each represents dealing with the Transition by either installing a converter himself or herself, doing nothing because they already have cable or satellite, or upgrading to a digital television as well as cable or satellite. Perhaps one of them used the Government Coupon for their converter box purchase. The “doing nothing” family is younger and finds that they are the “informed agents” helping out older relatives in their family and even people in the neighborhood. In all three of the families, the consensus is that Digital Television is better than what they had before.

601. Cut to back to the set. Adam is alone.

Adam

See? Simple. And no matter *how* you chose to deal with the switch to digital broadcast, as you can tell, it’s really not that hard.

602. Cut to “DTV Simplified”-inspired full-frame GFX set to music. With a header like, “DTV: Did You Know?” the following text builds onscreen:

How do you know if I have a digital TV or not?

Many DTVs have labels or markings with the words “Integrated Digital Tuner,” “Digital Tuner Built-In,” “Digital Receiver,” or “Digital Tuner,” “DTV,” “ATSC,” or “HDTV” (High Definition television).

If your TV has any of these labels, you should be able to view digital over-the-air programming without a digital-to-analog converter box.

If not, then you need to look into getting a converter box, get your TV signal from cable or satellite, or buy a new digital TV before February 17th, 2009.

603. Music change. With GFX transition, show shots of Christiana’s interview segment with Federal officials (perhaps in a GFX frame or enclosure of some sort).

ANNC

When “DTV Simplified” returns... A check-in with officials from the federal government for their take on the DTV Transition... Stay tuned.

604. With a Bumper Out “DTV Simplified” GFX, music stings out and we cut to black.

Station Break #2...

700. Bumper In “DTV Simplified” GFX. Transition to various shots and GFX from the show so far.

ANNC

This is “DTV Simplified”... A whirlwind tour of the Digital Television Transition. Once again, Christiana and Adam...

701. Music stings out.

Segment Seven – Christiana Goes To Washington:

702. Christiana and Adam are standing on center stage.

CC

Obviously, a nationwide change to the whole way television gets broadcast, is no small undertaking.

Adam

In fact, it took--and well--it continues to take *lots* of elected officials and other government folks to get the DTV Transition off the ground...

CC

And I had the chance to speak with some of them for their take on the Transition. Take a look...

703. Cut to full-frame “DTV Simplified/DTV from DC” transition GFX, then cut to (maybe a mini-montage of DC establishing shots), then Christiana with Senator Amy Klobuchar and Senator Orrin Hatch. Both Senators are identified with a lower-third that also tells us the state they represent. *Note: Answers from the Senators are merely suggested ideas. They will use their own words.*

CC

It’s time to talk to the two individuals who helped bring the DTV Transition to life. Senators Amy Klobuchar and Orrin Hatch... Senator Klobuchar, why is this Transition necessary?

Senator Klobuchar

- Senator Klobuchar answers why the DTV Transition was passed into law, when that occurred, how it benefits the nation...

CC

Senator Hatch, representing Utah, you also represent a lot of people who get their TV over-the-air and not from cable or satellite. Talk about how you and your office are trying to raise awareness of the Transition.

Senator Hatch

- Senator Hatch talks about his personal outreach efforts on DTV...
- Why he co-sponsored the resolution on DTV awareness...

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Senator Klobuchar

- Senator Klobuchar adds that her state of Minnesota also has a large percentage of viewers of over-the-air television...
- She speaks of her outreach efforts, as well...

CC

(To Sen. Klobuchar)

Can you tell us more about the TV Converter Box Coupon Program? Was that in the plan from the beginning?

Senator Klobuchar

- Senator Klobuchar speaks about how the idea of the coupon program came about, what date it began, how much money is dedicated to it, etc...

CC

(To Sen. Hatch)

So how is the DTV Transition going in your state, and for that matter, across the country?

Senator Hatch

- Senator Hatch gives his take on how Utahans and how all Americans are getting prepared for the Transition...
- He segues into a concluding sentence or two on the DTV Transition...

CC

Senator Klobuchar, what's your take on how people are feeling about the Transition?

Senator Klobuchar

- Senator Klobuchar gives her assessment on the how citizens are feeling about this issue...
- She segues to a concluding sentence or two...

CC

Thank you both for your time. I really appreciate it.

704. Cut to a quick series of shots of Christiana walking around various Capital buildings, looking around, on the Mall, on the streets in DC, etc. for 10-seconds. Conclude with her speaking to U.S. Department of Commerce Secretary Carlos Gutierrez. He is identified with a lower-third. *Note: Answers from the Secretary are merely suggested ideas. He will use his own words.*

CC

Secretary Gutierrez, as the head of the Department of Commerce, you oversee the “NTIA.” Can you tell us about the role that office plays in the transition to DTV?

Secretary Gutierrez

- Secretary Gutierrez tells us what “NTIA” stands for (National Telecommunications & Information Administration) and when it was established...
- NTIA is responsible for running the \$40-off TV Converter Box Coupon Program that Congress authorized...
- This is a major component of the DTV Transition as it helps raise awareness of the transition, and obviously, provides help with the purchase of the converter box...

CC

How much money was set aside for the coupon program to help consumers?

Secretary Gutierrez

- Secretary Gutierrez states that there is \$990 million available for the coupons, two per household...
- If that funding gets used up, another \$150 million will be made available to help consumers with the cost of purchasing converter boxes...

CC

This is such a giant undertaking. What sorts of things have you and the NTIA been doing to help get information to the public about DTV?

Secretary Gutierrez

- Secretary Gutierrez runs down efforts to educate and inform the public about the DTV Transition...

CC

Wow. Sounds like you’re pretty busy. I better let you get back to work. Thanks for taking some time to chat today.

705. Cut to another quick series of shots of Christiana walking around again. Conclude with her speaking to FCC Chairman Kevin Martin. He is identified with a lower-third. *Note: Answers from the Chairman are merely suggested ideas. He will use his own words.*

CC

Chairman Martin... The FCC helped set this whole DTV Transition in motion. You're pretty much in the driver's seat... What do you see as the major benefits to all of us from the switch to digital broadcast?

Chairman Martin

- Chairman Martin speaks of the benefits to citizens in terms of better picture, sound and multicasting, etc...
- He also speaks to the benefits that come from dedicated broadcast spectrum for emergency services communications.

CC

Gotcha. Now tell us about the FCC doing an "early transition test" in the Wilmington, North Carolina area...

Chairman Martin

- Chairman Martin talks about how, in partnership with broadcasters in the Wilmington area, the FCC is organizing a test transition to test the preparedness of consumers...
- Other factors this test may reveal...

CC

Tell me about all the efforts that have gone into raising awareness on this issue. I mean, this is a big deal. We haven't had a major change to television like this since the switch from black and white to color, right?

Chairman Martin

- Chairman Martin broadly talks through the various efforts from TV announcements, to the web, to the toll-free info number, to printed information, etc. produced to get consumers aware of the Transition...
- Other efforts... (*Possibly the following?*) Public forums or Q&A sessions... Press conferences... TV & radio appearances by Chairman Martin himself...

CC

How would you say the country is doing as far as knowing what's up when it comes to DTV? Are we ready?

Chairman Martin

- Chairman Martin answers accordingly and segues into a concluding sentence or two.

CC

Well thank you very much for your time. Best of luck bringing the Transition down the home stretch.

706. With “DTV Simplified” full-frame transition GFX, cut back to the studio. Adam and Christiana are side-by-side.

Adam

Wow. You got to meet a lot of folks!

CC

Yup.

Adam

A lot of really important folks.

CC

Yup.

Adam

(Kinda hurt)

And as I recall, you didn't ask me to come along...

CC

Nope.

Adam

And you're kinda glad I wasn't there, aren't you?

CC

Yup.

Adam

And ouch. *(Alt. add-on)* She's very clear, though.

707. Cut to “DTV Simplified”-inspired full-frame GFX set to music.
With a header like, “DTV: Did You Know?” the following text builds onscreen:

Did you know that you don’t need an HDTV to watch Digital television?

The DTV transition is a transition from analog broadcasting to digital broadcasting. That’s it. It is not a transition from analog broadcasting to High Definition broadcasting.

Digital broadcasting allows for High Definition broadcasts, but High Definition is not required, and you don’t need to buy an HDTV to watch digital TV.

A Standard Definition DTV (which is simply a TV with an internal digital tuner), or a digital-to-analog converter box hooked to an analog TV, is all that is required to continue watching free, over-the-air broadcast television.

800. Transition back to the set. Adam and Christiana are back at center stage, where they started the program. Music underneath.

Segment Eight – Show Close:

Adam

So that’s DTV Simplified!

CC

It’s simple if you remember that *before* February 17th, 2009 you have three choices to keep watching TV...

Adam

One: If you still have an analog TV and get your programs with rabbit ears or a rooftop antenna, get a converter box... Or Two: Sign up for a pay service like cable or satellite... Or Three: Buy a new digital TV.

CC

And of course, if you *already have* cable or satellite, or a digital TV, then you don’t have to do a thing.

Adam

That’s pretty simple.

801. Lower-third displays the following...

www.dtv2009.gov

1-888-388-2009

or

1-877-530-2634 (TTY)

9 a.m. to 9 p.m. Eastern, M-F

CC

And if you still have questions, this website and phone number you're seeing on the screen right now, can help out, big-time.

Adam

Thanks very much for watching...

CC

(She holds up a Converter Box Remote)

And enjoy the clean, clear *Digital* TV future!

Adam

Hey, my remote!

CC

(She points off camera)

Hey look! A shiny object!

802. Adam looks in the direction she's pointed.

Adam

(To camera)

Nice.

803. Music up full. Credits for 30-seconds roll over b-roll or GFX background. Credits lead with...

"Special thanks to Best Buy, Apex Digital Incorporated and the Minnesota Broadcasters Association for their help in making this program possible."

Standard production credits follow.

"Customized Donut" Note: This is where a closing from a local anchor would go.