

How many times throughout your life have you watched TV? Think about the role it plays in your life.

You probably watched it today. If not, you probably caught at least a glimpse.

You probably talk about your favorite sitcoms with your friends and co-workers on a regular basis.

You probably discuss the latest news you heard on TV over dinner with your family.

And you've probably watched your favorite sports team on television at home or with your friends at your favorite bar.

Well, what if I told you that TV as you know it will be obsolete in 2009?

And what if I told you that *everyone* in this audience who receives free over-the-air TV on an analog TV set could get dramatically clearer pictures on their TV?

What if I told you that all of your television sets can have better sound quality?

What if I told you that you that each and every one of you can get more TV channels than you get today?

On February 17, 2009, that's exactly what's going to happen.

Television as you've known it your entire life will change.

On this date, we will—as a nation—make the switch to Digital television, or DTV.

I want to thank all of you for inviting me here today to speak about the revolution that's about to take place in the way we view television.

I am proud to speak to you on behalf of ***your station*** today.

***Take a minute to briefly talk about your station and its contributions to the community.***

So why the switch to digital television?

Because in 2005, Congress mandated that all full-power television stations switch to digital television. They recognized that digital television offers improved pictures and sound, and is more efficient and more flexible than traditional analog broadcast technology.

Plus, it gives viewers who own HD TV sets the option of receiving free over the air HDTV, which offers crystal-clear pictures.

It will also allow stations to broadcast multiple programs simultaneously, instead of broadcasting only one channel at a time as they do now.

That means a local station could broadcast an all-weather channel, an all-traffic channel, or an all-sports channel, in addition to their normal broadcasts.

This is known as “multicasting,” and it has the potential to change TV as we know it.

Historically, television has been broadcast in analog format. Many TV’s get their reception through rooftop antennas or “rabbit ears”, which pick up these analog signals.

On February 17, 2009, all analog broadcasts will be upgraded to digital.

What does this mean for you and your family?

Who will be affected?

It means that if you currently get free broadcasts through rooftop or “rabbit ears” antennas on an analog TV set, you could lose your television signal after the switch.

Imagine. You wake up on February 18, 2009 and turn on your favorite morning show, and you get nothing but static.

This could happen to viewers all across the U.S.

But you can take one of three steps to make sure this does not happen to you.

One step you can take is to purchase a DTV converter box that will convert the digital signal into an analog format. This way you can watch digital broadcasts on your existing analog television set.

Converter boxes are simple to install and user-friendly.

The National Telecommunications and Information Administration (NTIA) has created a coupon program for consumers who need a converter box.

All U.S. households are eligible to receive two \$40 coupons to be used toward the purchase of new converter boxes.

Converter boxes will be available for purchase at many electronics retailers beginning in 2008.

Each coupon can be used toward one converter box.

Another step you can take is to purchase a new television set with a built-in digital tuner.

The third option is to subscribe to a paid cable, satellite, or telephone company television service such as FIOS.

If you already subscribe to one of these services, you should not be affected by the switchover. You will continue to receive programming after February 17, 2009, as you do today.

If you have purchased a new HDTV television set lately, you already have a digital tuner.

In fact, all TV's manufactured after March 1, 2007 are required to have built-in digital tuners, but check your user's manual to be certain your new TV has one.

If you go out and purchase a new television set, be sure and let your retailer know that you need a digital tuner.

Even though new televisions are required to have digital tuners, some older analog TV's may still be on shelves.

Many of you may already be 100% prepared for the switch.

But I suggest you take a minute and make a mental note of all the televisions in your house.

Think about TV sets in your basement, kitchen, or bedroom. Do you have a second home? A beach house? A cabin?

Think about televisions you have that may not be used often. Ask yourself whether they need to be upgraded to DTV.

It's estimated that about 19.6 million households rely solely on free over-the-air television.

An additional 15 million more households are receiving over-the-air television on at least one analog TV set.

Here in *insert your state*, there are approximately *insert number of* households that receive free over-the-air broadcasting through rabbit ears or a roof top antenna. If these households do not take the steps to upgrade they will lose television reception on February 17, 2009.

We want to ensure every last TV is equipped for the transition, and every person across this country is prepared.

But in order to do this, we need your help.

We need you to let your friends and family members know about the switch to DTV so everyone is informed about this important transition.

We want everyone to be able to enjoy their favorite morning show, soap opera, sitcom, drama, news show, or reality show on February 18, just as they do today.

If you have any questions we have a few minutes left. (5 minutes for questions)

**Brief Q&A with audience.**

If there are any questions I have not answered I will be leaving some reading materials in the back of the room for you to take home, and I encourage you to visit [www.DTVAnswers.com](http://www.DTVAnswers.com) for more information.