



Digital Television Transition Update - August 27, 2008

174 DAYS UNTIL 2-17-09

as of August 27, 2008

Statistics:

Michigan has passed the million mark for coupon orders! As of August 26: 1,056,073 converter box coupons have been requested in Michigan. 424,198 coupons have been redeemed in the state, resulting in a 40.1% redemption rate.



Click the Graphic to go to the NTIA Coupon Discount Program Site

FCC Commissioners To Visit Michigan in DTV Outreach

FCC Chairman Kevin Martin has 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.



At each stop, the FCC plans to hold 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 Commission will work with local broadcasters and radio stations to increase the broadcasts of radio and TV DTV PSAs.

Additionally, the FCC has asked that, if possible, television stations in the market coordinate analog shut-off tests on the day of these events.

The Michigan markets identified by the Commission include Detroit, Grand Rapids-Kalamazoo-Battle Creek and Lansing. Additionally border markets of South Bend, Green Bay-Appleton and Toledo were also included. These border markets include portions of Michigan in their respective DMAs.

No dates have been announced for the Michigan visits, but are planned prior to the February 17, 2009 analog cut-off. When dates are announced, the MAB will pass those along to its members.

The entire FCC press release is available [here](#).



Click the Graphic to visit the FCC DTV Site



Circuit City Introduces DTV Hotline

Retail giant Circuit City has unveiled a toll-free hotline to answer consumer questions about the Digital Television Transition.

Brian S. Bradley, Circuit City's senior VP of multi-channel endeavors told [Electronic House.Com](#): "People are eager to learn more about how the DTV switchover will affect them, and we believe our new contact center will be a valuable public information resource."

The Circuit City DTV Hotline number is 1-888-280-9382. The company will allow consumers to redeem government converter box coupons over the phone. The company also launched a [website](#) to accompany its DTV initiatives.

DTV Team Visits Traverse City



MAB President/CEO Karole White (right) discussing the DTV Transition with a Traverse City area resident.

On Thursday, August 7, MAB's DTV Team traveled to the north for a regional "town hall" meeting at the Traverse City Public Library.

The MAB's Karole White, Larry Estlack, Dave Jessup and Dan Kelley joined local television broadcasters Jill Saarela and Mike Miller (WPBN/WTOM-TV-Traverse City); Bill Kring and Lowell Shore (WWTV/WWUP/WFQX/WFUP-TV-Traverse City) and Ed Grant (CMU Public Broadcasting-Mount Pleasant) to present its popular MAB public seminar and demonstration.

Following the presentation, the floor was open to questions from those in attendance. The majority of the questions concerned location of television towers in the market as well as the additional programming options that are and will become available with the transition.

Jaycees Joins MAB to Help Seniors Transition

Details are still being worked out, but the Michigan Jaycees unanimously adopted the DTV Transition as a statewide project for the organization.



Countdown to
2-17-09
the Digital
Transition

Are You
Ready For
2-17-2009?

Visit the official
Michigan DTV
web site for
complete information
on the Digital
Transition and how
you can prepare
your listeners and
viewers.

www.michigandtv.com

MAB President/CEO Karole White (a former Jaycee President) spoke to over 200 at the Jaycee Summer Conference in Troy.

White - along with MAB Director of Programs Jennifer Preslar, VP of Engineering at Detroit Public Television Helge Blucher and DTV Consultant Larry Crittenden also held training classes during the Jaycee meeting.

Karole noted: *"The Jaycees is where I cut my teeth on large project management. I loved my time as President of the Holt Jaycees and credit them for my strength in project management and my ability to work with volunteers."*

The Jaycees are enthusiastic about the project and eager to help. Currently the MAB staff is busy signing up individual chapters. Full details and a full list of chapters that have agreed to participate is coming in September.

September 15 News Conference to Announce Results of Michigan DTV Survey

The Michigan Association of Broadcasters (MAB) will host a news conference on September 15 in Lansing to release results of its intensive DTV preparedness survey.

"The results from this survey will show our DTV committee where we need to concentrate our efforts", said MAB President/CEO Karole White.

The September 15th date is nearly five months away from the FCC mandated shutoff of analog television broadcasting. The MAB will also be formerly announcing its new cooperating organizations and the final phase of the DTV project. Details on the news conference will be provided in the coming weeks.

Upcoming MAB/Michigan DTV Events

September 15: DTV News Conference - Michigan National Guard-Lansing/9-11am

October 17: Cable Consortium Conference - Mt. Pleasant/2:45pm

November 17: Mt. Clemens Library Presentation/7-9pm

The MAB has speakers available to discuss the digital transition with your staff or community organization. Contact the MAB office for more information at 800-968-7622 or via email at mab@michmab.com.

This newsletter is being sent to all MAB Members. If you do not wish to receive this newsletter, please contact dankelley@michmab.com and we will remove your email address from our distribution list.