



Digital Television Transition Update - December 5, 2008



Statistics:

As of December 2: 1,640,735 converter box coupons have been requested in Michigan. 720,690 coupons have been redeemed in the state, a 43.9% redemption rate.



The Michigan DTV Helpline number: 1-888-MI-DTV-09.

Sponsored by Don-Lors Electronics

www.michigandtv.com

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

Test Your TV Tuesday Begins December 16 In Detroit

Almost eight percent (146,000 households) of the Detroit DMA is still completely unready for the February's DTV transition, so Detroit Area Television Stations are going to help viewers figure out if their television is ready for digital (or if its still receiving analog signals) with a series of "soft" DTV tests called **Test Your TV Tuesday**.



Click the Graphic to visit the FCC DTV Site

Test Your TV Tuesday will begin on December 16 and will air EVERY Tuesday until Tuesday, February 17, 2009. The test will air at a different time each Tuesday in an effort to reach as many people as possible with varying viewing habits. The tests will be "road-blocked" each week, airing on all participating stations at the same time for maximum exposure.



Viewers watching Detroit Area Television Stations during the test will either see a green screen marked "PASS", indicating that the television they're viewing is receiving a digital signal and ready for DTV.

If a television set receives a red screen marked "FAIL", that TV is still receiving an analog signal and additional steps must be taken to ensure that television set is ready for DTV, or



they will lost their local over-the-air television signals on February 17, 2009.

Stations will also air promotional messages in advance of each weekly test so viewers will know what time they can expect a test each week. The test is sixty seconds in length and will encourage individuals seeing it to check their other televisions in the home.

The "FAIL" message will also inform the viewer where to get additional information to take further steps - including the Michigan DTV web site and Michigan DTV Helpline (1-888-MI-DTV-09), sponsored by Don-Lors Electronics.

A complete list of dates and times of Test Your TV Tuesdays is available [here](#).

Participating television stations include: WADL (IND), WDIV (NBC), WJBK (FOX), WKBD (CW), WMYD (MYTV), WTVS (PBS), WUDT (Univision), WXYZ (ABC) and WWJ (CBS). Similar programs are being developed for other markets in Michigan.

In Grand Rapids: It's *Test Your TV Wednesdays*

Television stations in West Michigan will be preparing their viewers for the digital transition with seven "soft" tests promoted as "Test Your TV Wednesdays". Regular programming will be replaced by an on-screen graphic and announcer who will inform viewers whether their TV sets are "ready" or "not ready" for the digital transition. "Not Ready" viewers will be referred to both a local phonebank as well as the Michigan DTV Helpline sponsored by Don-Lors Electronics.

The first test in West Michigan is scheduled for December 17th at 6:08pm. Beginning January 7th, the tests will be conducted every Wednesday until the DTV transition on February 17, 2009. Participating stations are: WWMT (CBS), WOOD (NBC), WZZM (CBS), WXMI (Fox), WGVU/WGVK (PBS), WOTV (ABC) and WTLJ (TCT).

MAB Executive Committee Passes Soft-Test Resolution

On December 4, The Michigan Association of Broadcasters Executive Committee, on behalf of the MAB Board of Directors, supports the concept of coordinated national events roughly 30 to 60 days prior to the transition to all digital television broadcasting on February 17, 2009. Coordinated national events will help consumers prepare for the transition.

Accordingly, The Michigan Association of Broadcasters Executive Committee, on behalf of the MAB Board of Directors, encourages all members to participate in a meaningful way that fits the circumstances of their market whether through a coordinated "soft-test", road-blocked messaging or other means of communicating important DTV viewer action steps.

DTV Helpline Completes Second Month Of Operation

The Michigan DTV Helpline just finished its second month of operation and has already



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

proven to be huge asset to Michigan Broadcasters and citizens alike. Since its launch in early October, the helpline has assisted over 12,000 Michigan citizens with DTV related issues.

Don-Lors Electronics, sponsor and call center provider for the Michigan DTV Helpline, reported 81% of calls to the helpline were from people who needed assistance ordering converter box coupons. As the transition date moves closer, folks realize the urgency to order the coupons so they receive them in time for the transition. Don-Lors call data shows nearly 75% of Michigan DTV Helpline callers have no internet access, which limits their options to apply for the federal coupons; and although there is a national hotline to order the coupons, many people have found the automated system to be difficult to understand and navigate.

In addition to coupon orders, the helpline is fielding DTV questions ranging from basic information to technical inquiries. Don-Lors Electronics has provided a list of the top four reasons people call the helpline:

1. Assistance ordering converter box coupons
2. Inquiring about expired converter box coupons
3. Technical assistance after they have received and connected the converter box and are having difficulty finding a signal from one or more stations
4. Technical assistance in connecting the converter box to the TV or the antenna to the converter box.

Don-Lors Electronics estimates as the transition date draws nearer, the need for DTV assistance will rise and the trend will be an increase in more technical questions. In the coming weeks the call center is prepared to take in a higher volume of calls and welcomes any Michigan citizen to take advantage of this unique and helpful tool that is only offered in this state.

Three TV Stations In State Now 100% DTV

Kalamazoo, Flint and now Lansing each have a television station broadcasting 100% in the digital format. On November 1, Christian Television WLLA-TV in Kalamazoo became the state's first television station to turn-off its analog signal and broadcast exclusively in the digital format. This was followed by WFUM-TV in Flint on November 21.



And just this past Monday (12/1), WHTV-TV Lansing/Jackson became the third station in Michigan to broadcast exclusively in digital.

WLLA's Richard Hawkins told the MAB that their transition went very well with just a handful of calls. The biggest issue was from an operator of several group and retirement homes who had a master antenna system, missed the station's advance marketing and had "mutiny on his hands" once the station turned off its analog signal.

WFUM-TV reported that the transition went "as well as they could imagine" with very few "where did you go?" and other problem calls.

Coupon Reminders

December 17th is effectively the last day for consumers to order converter box coupons in order to receive them prior to the February 17, 2009 Digital Transition. While the NTIA will continue to accept coupon applications through March 31 of 2009, the agency reports that processing and mailing can typically take 60 days.

The NTIA has printed a special form for those coupon applicants living in licensed nursing homes, intermediate care facilities and assisted living facilities. Those residents must use the special Nursing Home Application Form available [here](#). Eligible applicants may apply for one coupon using this special application. A family member or a representative from the licensed facility may apply for one coupon for a nursing home resident, but the coupon will be mailed directly to the nursing home resident.

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