



## Digital Television Transition Update - February 2, 2009

# 15 DAYS UNTIL 2-17-09

as of February 2, 2009

### Statistics:

**As of January 27:** 2,049,753 converter box coupons have been requested in Michigan. 994,168 coupons have been redeemed in the state, a 48.5% redemption rate.



NAB National Helpline: 1-877-DTV-5353

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

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[www.michigandtv.com](http://www.michigandtv.com)



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

### Digital TV Transition Date Delay?

There's nothing official as of this writing, but the U.S. Senate, for a second time, unanimously passed a bill Thursday (1/29) to postpone the DTV Transition by four months. The Senate first passed a bill on January 26 to extend the date until June 12, but that bill was blocked on Wednesday (1/28) by House Republicans, as it needed two-thirds majority to pass, even though the majority of lawmakers voted in favor of the delay.

The bill may come up in the House again as early as this Wednesday under rules that would allow it to pass with a simply majority vote. *Stay tuned.*



Click the Graphic to visit the FCC DTV Site

### Coupon Program Update

**With funding now limited to unused and expired coupons,** \$40 converter box coupons continue to trickle out of the NTIA's TV Converter Box Coupon Program. As of January 28, there were over 3.2 million coupon requests on the wait list. As already-mailed but unredeemed coupons reach their 90-day expiration, those funds are reused to send out new coupons on a first-come/first-served basis from the wait list.



As this newsletter previously reported, the coupon program reached its funding

ceiling on January 5. There is legislation pending to provide additional funding to the coupon program.

### FCC's Copps Visits Detroit in Town Hall Meeting



The MAB DTV was busy in Detroit on January 12 as Congressman John Conyers (D-14th) held a town hall meeting at Wayne County Community College. Special guest of honor was FCC Commissioner (and now acting FCC Chairman) Michael Copps, who told a packed room that Congress should consider delaying the February 17 digital transition date. Copps estimated that some 100,000 people in metro-Detroit may not be ready; and with the funding for the NTIA coupon program having reached its ceiling, there's 1 to 5 million Americans who still may need the boxes for their old analog TVs.

Conyers and Copps were joined by MAB's Karole White and Larry Estlack, who with the help of engineers representing each Detroit television station, answered questions from the audience.

### MAB Visits with Lansing Lawmakers



On Tuesday, January 26, the Michigan Association of Broadcasters (MAB) addressed the Michigan Senate's Homeland Security and Emerging Technology Standing Committee to educate lawmakers on the impact of the digital television conversion, funding shortages in the NTIA coupon program and attempts in Washington to extend the DTV transition deadline.

Joining MAB President/CEO Karole White was Mike King, Vice President and General Manager of WILX-TV/Lansing as well as Larry Estlack, Director of Technology for the MAB.

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](http://www.michigandtv.com)

The group provided the committee with a wealth of information and technical data on the transition. Legislators commended the MAB and its members on their efforts and remarked how extremely involved MAB and its members have been in assisting citizens in the DTV transition.

### **New National DTV Helpline Established**

The National Association of Broadcasters has opened a new high-volume DTV helpline designed to guide consumers through the DTV transition. The automated interactive voice response (IVR) system is available for both english and spanish speaking callers and guides consumers through the most frequently asked questions regarding the DTV transition.

The national toll-free number is 1-877-DTV-5353. Those calling the number from Michigan who still require additional help will hear a referral to our local statewide helpline 1-888-MI-DTV-09, sponsored by Don-Lors Electronics. As of January 30, the Michigan DTV Helpline has received approximately 49,000 calls since it began late last year.

### **Rescan on February 18!**

A reminder to those using DTV converter boxes: on February 18, it will be necessary for you to "re-scan" your converter box as many digital television stations will be shifting dial positions, following the scheduled analog turn-off at 11:59pm on February 17th. Rescanning will enable viewers to continue their local television stations following the DTV transition.

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

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