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**From:** Larry Crittenden  
**Sent:** Friday, October 26, 2007 9:10 AM  
**Subject:** MAB Digital Television Transition Update - October 2007



## Michigan Association of Broadcasters

Digital Television Transition Public Awareness Project

### Digital Television Transition Update

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#### Michigan Broadcasters Roll Out DTV Transition Public Awareness Plan

The MAB has put together a very thorough DTV Transition Plan with many levels of organization so that everyone who wants to continue to receive over-the-air broadcasting after February 17, 2009 will be able to do so, regardless of their ability to get out to stores to redeem a DTV coupon for a converter box or their ability to hook the box up once they get it.

The public relations firm of Kolt Communications has been hired to assist in the conversion project with PR team leader Ross Woodstock, senior consultant. MAB Legislative Assistant Larry Crittenden is the staff coordinator along with the help of all MAB expert staff. We anticipate a successful campaign in Michigan.

The Michigan plan follows the guidelines set out by the National Association of Broadcasters and MAB staff is in close communications with the NAB to accomplish the joint goals.

October 2007



**Do you know someone who should know more about the big switch to digital television? Please forward this message. Thanks.**

## **Keeping our Michigan Congressional Delegation Informed**

During August and September we have been meeting with members of Michigan's congressional delegation and briefing them about our public awareness and education program. We've had informative, productive conversations with Rep. John Dingell, Rep. John Conyers, Jr., Rep. Bart Stupak, Rep. Mike Rogers and Rep. Fred Upton. In each meeting we have assured them that our broadcasters and stakeholder organizations are working for a smooth transition for all citizens.

### **New DTV Transition Partners Added**

We are now up to six DTV Conversion partners who have agreed to help us reach their constituents with the important information about the changes coming to television and what they need to do. We are pleased to welcome the Michigan Office of the Attorney General to our stakeholder organization as its newest member. Early in our planning we concluded that such a widespread and complicated transition would create opportunities for fraud, especially among those who target the elderly with fraudulent schemes.

Representatives from the AG's office agreed, and now they are ready to work with us to prevent the problem. Their first step will be to warn consumers about possible fraudulent activities to watch for, such as door-to-door vendors selling over-priced or faulty digital converters. The second step will be to investigate and prosecute fraud cases as they arise. Having the AG as a partner will help us increase awareness and cut down on the number of people who could fall victim to illegal activities.

Other partners include the Michigan Department of Community Health, Michigan AARP, Michigan State University Cooperative Extension, and the Michigan Library Association. We are in discussions with more potential partners and hope to announce their participation soon.

If you know of an organization with constituents who will be affected by the transition and you would like for us to speak to them, please contact Larry Crittenden or Karole White at the MAB at 1-800-968-7622 or email to [crittenden@michmab.com](mailto:crittenden@michmab.com)

### **About Those Converters**

The federal government and its contractor, IBM, are still working on the details of the program to distribute and redeem millions of coupons for the purchase of digital-to-analog converters. By law, the coupons are supposed to become available on January 1, 2008, but now officials in Washington are questioning whether the actual converter boxes will be available shortly after that date. We are following this issue on a daily basis and will adjust the content and timing of our information to citizens as we learn more.

### **More Resources**

Want to visit some additional resources for information on the transition? We've revised the front page of our DTV website, [www.michigandtv.com](http://www.michigandtv.com) to include links to several resources such as those developed by the Federal Communications Commission, the National Association of Broadcasters and the National Telecommunications and Information Administration.

### **What's Next?**

We will be in touch with you soon to provide information for your newsletters and other information channels that you use to communicate with your constituents across Michigan. In addition,