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**NAB URGES CONVERTER BOX COUPON PROGRAM ELIGIBILITY FOR SENIORS
IN ASSISTED LIVING FACILITIES AND NURSING HOMES**

WASHINGTON, DC -- NAB President and CEO David K. Rehr sent the following letter to Assistant Secretary Meredith Attwell Baker urging her to revisit the National Telecommunications and Information Administration's policies that may be preventing thousands of eligible seniors from participating in the digital television transition converter box coupon program.

David K. Rehr
President and CEO

March 10, 2008

Meredith Attwell Baker
Acting Assistant Secretary for Communications and Information
National Telecommunications and Information Administration
Department of Commerce
1401 Constitution Avenue NW
Washington DC 20230

Dear Assistant Secretary Baker:

I am writing to urge you to revisit the National Telecommunications and Information Administration's policies that may be preventing thousands of eligible seniors from participating in the digital television transition converter box coupon program. Congress's converter box program, which NTIA administers, was intended to ensure that no analog televisions, particularly in over-the-air-only homes, lose reception after the end of analog broadcasting on February 18, 2009. Thus, the program is offering government coupons to consumers towards the purchase of converter boxes that will enable analog receivers to receive and display digital broadcasts.

NTIA and related private sector groups, like television broadcasters, are working hard to promote the coupon program, so that consumers, particularly those in hard-to-reach

segments of the population, will know to apply. Much joint and individual effort is geared toward reaching out specifically to the senior community – a group that relies heavily on over-the-air antennas to receive television signals. Our research shows that more than 20 percent of people age 65 and over receive television signals exclusively via antennas (rather than through subscription television service providers). It is crucial that this population can obtain coupons to keep their televisions working.

We understand that current NTIA policies and procedures could hinder the efforts of seniors in assisted living facilities and nursing homes to obtain coupons, by utilizing too narrow a definition of “household” for purposes of coupon eligibility. Surely, this is something that can be fixed, perhaps with a designation to identify seniors at an address that has multiple eligible recipients. These citizens deserve to be admitted to the government’s program to ensure continued television reception. While we all value our favorite television programs and rely on television broadcasts for vital weather and emergency information, our senior population above all others cannot be cut off from receiving television programming.

I am confident that this is something that is capable of a quick and effective solution. Those Americans who live in assisted living facilities and nursing homes should not be excluded from this important program.

Best wishes.

Sincerely,
David K. Rehr

About DTVAnswers.com

DTVAnswers.com is the official Web site of the National Association of Broadcasters’ digital television (DTV) transition campaign. Launched in January 2007, the DTV campaign’s mission is to ensure that no consumer is left unprepared, due to lack of information, for the February 17, 2009, federally-mandated transition from analog to digital broadcasting.

About NAB

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission and the Courts. Information about NAB can be found at www.nab.org.

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