

# National Association of Broadcasters' DTV Education Campaign Update

November 2008

**DTVAnswers.com**

An initiative of the National Association of Broadcasters

On February 17, 2009, full-power television stations nationwide must begin broadcasting exclusively in a digital format. The broadcast industry's transition to digital television (DTV) is the most revolutionary change in television since the introduction of color. To help Americans prepare for this historic switch, the National Association of Broadcasters (NAB) is leading a massive education campaign that contains on-air, online and grassroots initiatives. The latest highlights include:

**Tracking Awareness** – NAB regularly measures consumer awareness of the DTV transition using national and state surveys.

- An October 2008 national poll found near-universal awareness of the transition at 92 percent. Two-thirds of broadcast-only households could state the transition date, up sharply from 41 percent in May.

**On-Air Initiatives** – NAB has produced a robust series of educational television spots about the transition, which airs on stations nationwide.

- The current series emphasizes getting ready early, helping friends upgrade to DTV and enjoying digital now.
- Spots are available in English, Spanish and several Asian languages and are closed captioned.
- NAB is working with broadcast networks that have produced DTV spots with talent from their syndicated programs.

**DTV Road Show** – Two DTV Trekkers — trucks that look like giant TV sets — are bringing information directly to communities through county fairs, sporting events and other venues.

- The Trekkers have logged 65,537 miles to date and are on track to travel 95,000 miles to more than 600 locations before the transition is completed.

**DTV Speakers Bureau** – As members, broadcasters in all 50 states have volunteered to explain the transition to their local communities.

- The bureau has completed or booked 6,263 speaking engagements to date and is on track to reach 8,000 audiences by February 2009.

**DTVAnswers.com** – In 2007, NAB launched one of the most comprehensive, consumer-friendly Web sites about the DTV transition.

- The site has garnered more than 3 million visits since its launch and averages about 8,000 visits per day.

**LPTVAnswers.com** – In 2008, NAB launched a special Web site about low-power television stations, which are not required to go all-digital, to provide a comprehensive overview of the issue and its impact on consumers.

- NAB created a new online database to help viewers identify low-power stations in their areas.

*continued on back*

## National Association of Broadcasters' DTV Education Campaign Update – November 2008

### *continued from front*

**National Black Church Initiative** – NAB has partnered with the National Black Church Initiative (NBCI) to provide information about the transition in African-American churches.

- The initiative will reach nearly 8 million congregants in churches across more than 40 cities, including Atlanta, Miami, Philadelphia, Detroit, Chicago, Dallas and Oakland.

**Esperanza** – NAB has partnered with Esperanza USA, a network of 10,000 Latino faith-based agencies, to inform Hispanic households about the DTV transition.

- Esperanza has incorporated DTV messages in its membership publications, grassroots activities and its annual National Prayer Breakfast.

**Spanish Town Hall Meetings** – NAB has partnered with the Spanish-language television network Univision to conduct a series of town hall forums to raise DTV awareness among Hispanics in America.

- Twenty-one hour-long televised town halls have already drawn huge audiences in some of the nation's largest Spanish-language markets, including San Francisco, Dallas, Phoenix and New York. Three more are planned.

**Outreach to Elected Officials and Hard-to-Reach Populations** – NAB is working to help elected officials and community leaders educate their constituents on the transition.

- Informational DTV toolkits were provided to all members of congress, state legislators, governors and lieutenant governors, state municipal and county associations, state African American caucus leaders, state Hispanic elected officials, state aging agency directors, librarians, tribal leaders, Meals on Wheels, among many others.
- NAB's DTV literature is available in more than 60 languages plus Braille.
- NAB hosts special live webcasts for congressional staff to address their unique DTV issues.

**DTV Advertising Coalition** – NAB has formed a coalition with advertisers to inform and help prepare the advertising community for the transition.

- Members include NAB, the American Association of Advertising Agencies (AAAA), the Association of National Advertisers (ANA) and the Television Bureau of Advertising (TVB).

**DTV Transition Coalition** – NAB helps lead a 241-member coalition comprised of business, trade, industry and grassroots organizations that share an interest in a smooth transition.



An initiative of the National Association of Broadcasters