

National Association of Broadcasters' DTV Education Campaign Update



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.

- A May 2008 national poll found near-universal awareness of the transition at 90 percent. More than two-thirds of respondents reported seeing television messages about the transition.

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

- Spots are available in English, Spanish and several Asian languages and are closed captioned. The current series emphasizes the benefits of DTV and how to best receive signals.
- NAB has distributed to stations an engaging 30-minute DTV educational program that features interviews with key government officials.

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 53,650 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 5,514 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 nearly 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 exclusively 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.

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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.

- Fifteen 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. Six 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, tribal leaders, Meals on Wheels, among many others.
- NAB hosts special live webcasts for congressional staffers to address their unique DTV issues.

DTV Transition Coalition – NAB helps lead a 240-member coalition comprised of business, trade, industry and grassroots organizations that share an interest in a smooth transition.

The logo for DTVAnswers.com features the letters 'DTV' in a large, bold, orange font, followed by 'Answers.com' in a smaller, blue font.

An initiative of the National Association of Broadcasters