

We are embarking on an unprecedented revolution in the way we receive television signals.

It will impact an entire industry in the way that the assembly line forever changed the way we manufacture.

The way that forsaking trains for airplanes changed the way we get from point A to B.

The way that switching to color television and color movies changed the way we are entertained.

I am talking about the switch to digital television, and it is going to happen on February 17, 2009.

I want to thank you very much for inviting me to speak to you today.

***Spend a few minutes introducing yourself and provide background on your station and its role in the community.***

Think about how many times you watched TV today. Or even caught a glimpse of what was on the tube.

What if I told you that the signal that delivered your last television program will be obsolete in 2009?

And what if I told you that *everyone* in this audience who receives free over-the-air television on an analog TV set through an antenna could get dramatically clearer pictures on their TV?

What if I told you that all of your television sets can have drastically better sound quality?

What if I told you that you that each and every one of you who gets TV over the air will have more TV channels than you get today?

I'm guessing you'd like that.

On February 17, 2009, that's exactly what's going to happen.

Television will no longer be broadcast the way it was when you and I, our parents, and even our grandparents grew up.

On this date, we—as a nation— will make the switch to Digital TV, or DTV.

The transition to DTV will be the single most significant advancement in television since the color TV was invented in the 1950's.

We will experience a dramatic change in the way our favorite television shows are broadcast.

Historically, stations have broadcast through analog signals. Televisions have picked up these analog signals through analog tuners and antennas—some of which resemble “rabbit ears.”

On February 17, 2009, all of these analog signals will be upgraded to digital signals.

Why the upgrade to digital? How will this revolutionize television as we know it?

Congress mandated the switch by passing a law in 2005, and they set the date for February 17, 2009.

They recognized that DTV will give us dramatically improved pictures and sound, and that it is more efficient and more flexible than the traditional analog broadcast technology.

Plus, it gives viewers the option of High Definition TV, or HD TV, which offers crystal-clear pictures.

It will also allow stations to broadcast multiple programs simultaneously, instead of broadcasting only one channel at a time as they do now.

That means a local station could broadcast an all-weather channel, an all-traffic channel, or an all-sports channel, in addition to their normal broadcasts.

This is called "multicasting," and it has the potential to change TV as we know it.

Digital television was first introduced in the 1990's when everything was becoming digitized. In the 1990's our music, our cell phones, our movies, they all went digital.

Many TV stations followed suit and began airing their broadcasts in both digital and analog formats.

Considering how far technology has come, it's surprising that we're still broadcasting in analog format.

Analog is a technology we've been using for over 80 years!

80 years ago we had no internet, no computers, no faxes, no color TV. Many households didn't even have electricity!

Yet millions of households across the country are still receiving analog broadcasts through their "rabbit ears."

In fact, it's estimated that about 19.6 million households are receiving free over-the-air television exclusively.

An additional 15 million more households are getting over-the-air television on at least one analog TV set.

There are about 64 million analog television sets still being used across the country.

Here in insert your state, there are approximately insert number households that rely solely on over-the-air broadcasts

We want to make sure no viewer loses TV come February 17, 2009.

You remember Y2K. It sounded overwhelming at first.

But when we finally got there, everyone was prepared, and life went on exactly as it did before.

Many of you might already be prepared for the DTV transition.

So how do you know if you're digital ready?

How can you be 100% prepared for the transition?

If you have purchased a new TV recently, there's a good chance your TV has a digital tuner, capable of receiving digital broadcasts. You need to ask your retailer, check your owner's manual, or visit the manufacturer's website to be certain.

All TVs manufactured after March 1, 2007 are required to have digital tuners built in, but analog TVs are still on shelves. That's why it's important you do a little homework to make sure your TV is digital.

If you subscribe to a paid cable, satellite, or telephone company television service such as FIOS, you should not be affected by the switch to digital television. If you need more information or have any questions about these services, be sure to contact your service provider.

If you don't meet any of these criteria, then you can follow one of three simple steps that will ensure you won't wake up on February 18 to static instead of your favorite morning show.

One of these steps is to purchase a converter box from your local electronic retailer, similar to the one I have here on display.

The converter box converts the new digital signal back into analog format.

That way you can view digital broadcasts on your analog TV set.

They will be manufactured by a number of companies and will be available beginning in January of 2008.

The National Telecommunications and Information Administration (NTIA) has created a coupon program to provide financial assistance to consumers who need converter boxes.

Every household will be able to apply for up to two coupons, worth \$40 a piece.

These coupons must be redeemed within three months. They will be available in early 2008, and you must register with the NTIA to receive the coupons.

Each coupon can be used toward one converter box.

For example, if you are married, you and your spouse cannot combine your respective \$40 dollar vouchers, put them towards a \$60 converter box, and then keep the change.

Just one coupon per box will be permitted.

You may be wondering whether or not you need a converter box, so, keep in mind that you may have some television sets in your homes that are DTV already, and some that are not.

Do you have TV's in your basement? Bedroom? Kitchen? Do you have a second home? A beach house? A cabin?

Make a mental note of where your televisions are, and think about whether or not they are DTV ready.

Do they use an antenna? Is it an older model TV? If so, chances are you will need a converter box.

If the TV is new and equipped with a digital tuner, or if it is connected to paid cable, satellite, or phone service broadcasts, then you may not need the converter box.

Which brings me to the second option, which is to simply subscribe to one of these services.

Paid cable, satellite, or telephone television services will all ensure you will get your broadcasts on February 18, 2009.

As I said before, if you already subscribe to one of these services, you are prepared.

Your third option is to go out and purchase a new television with a digital tuner.

And remember, it's important that you specify to your electronics retailer that you want a TV that has a digital tuner capable of receiving digital broadcasts.

While the goal of getting every household in America ready for the digital transition may seem a little ambitious, the switch to digital that the U.S. is making in 2009 is not unique.

The transition to digital television is a global movement.

Many nations have already completed their own switchover, and several European countries have set a date that is earlier than ours.

The need to switch to digital is a universally accepted necessity, and you have the ability to be completely prepared for it.

Remember, if you want to watch your favorite morning show, soap opera, sitcom, drama, or news show on February 18, you need to take one of 3 steps:

ONE—Purchase a converter box. Purchasing a converter box is simple and there are government funds available to help you buy one.

TWO—Purchase a new television set with a built-in digital tuner

OR THREE—Subscribe to a cable, satellite, or telephone company television service

We want to ensure that every last TV is equipped for the transition, and that every last person across the country is prepared.

In order to do this, we need your help.

We need you to let your friends and family members know about the transition to DTV so no one gets left behind.

I urge you to start preparing yourself, your family, your neighbors, and your friends today for DTV.

If you have any questions about the DTV transition, I encourage you visit [www.DTVAnswers.com](http://www.DTVAnswers.com). There you can find all the information you need on how you can prepare for the switch.

Television stations have already been doing their part in the transition. Over 92% of television stations now provide digital programming in addition to their analog service.

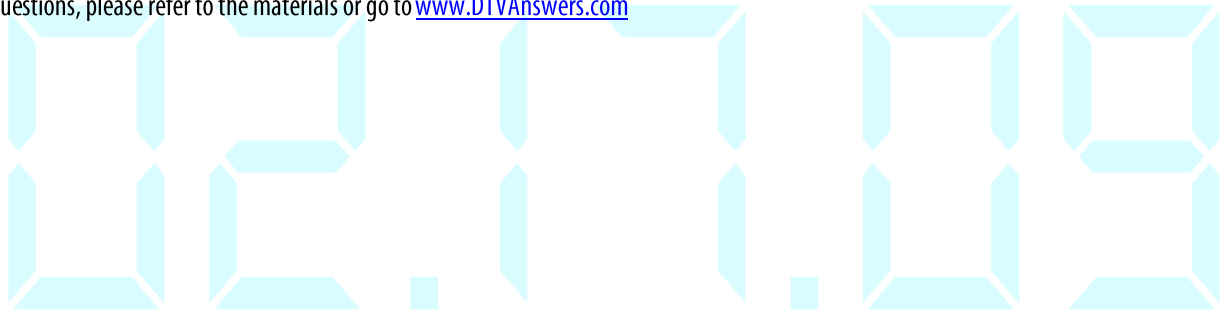
And now you have *insert number here* days to make sure you and your family are ready.

Thanks again for inviting me to speak to you today.

I have a few minutes to answer some questions you may have about the transition.

***Brief Q&A with audience.***

For those of you with more questions I have a few reading materials you are welcome to take home with you. If you still have some questions, please refer to the materials or go to [www.DTVAnswers.com](http://www.DTVAnswers.com)



DTV SPEAKERS BUREAU - [WWW.DTVSPEAK.COM](http://WWW.DTVSPEAK.COM)