



Digital Television Transition Update - January 9, 2009



Statistics:

As of January 20: 2,032,322 converter box coupons have been requested in Michigan. 950,154 coupons have been redeemed in the state, a 46.75% redemption rate.



The Michigan DTV Helpline number: 1-888-MI-DTV-09.

Sponsored by Don-Lors Electronics

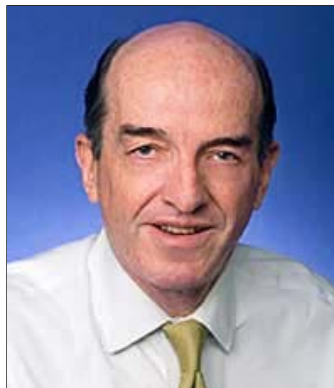
www.michigandtv.com



Click the Graphic to go to the NTIA Coupon Discount Program Site

DTV Town Hall Meeting to Feature FCC Commissioner

Federal Communications Commission (FCC) Commissioner Michael Copps along with Congressman John Conyers (D-15th) will be on hand at a Town Hall meeting to be held at Wayne County Community College's down town campus at 1001 W. Fort St on Monday January 12th at 11:00 AM.



FCC Commissioner Michael Copps

The Michigan Association of Broadcasters and local television stations will co-host the event. The meeting is free to the public and will include a demonstration on how to hook up a converter box. Local television engineers will be available to answer individual questions pertaining to their stations.

The purpose of the Town Hall meeting is to help Metro area citizens learn important information about preparedness for the digital transition.

This is your chance to ask questions of the very people who are in charge of the digital transition. Don't miss this opportunity. [Click here](#) for a map.

For more information on the DTV Town Hall Meeting or to ask questions about the digital transition, call the Michigan DTV Helpline, sponsored by Don-Lors Electronics at 888-643-8809.



Click the Graphic to visit the FCC DTV Site



Coupon Program Funding Reaches Ceiling; Obama and Consumers Union Calls for Delay of Transition

The National Telecommunications and Information Administration announced this past Monday (1/5/09) that funding for the TV Converter Box Coupon Program has reached its funding ceiling. However, coupon requests from eligible households will still be accepted and filled as funds from unused but expired coupons become available.



Consumers interested in obtaining coupons should still sign-up to be placed on a waiting list. Consumers are cautioned that at this late date, coupons may not arrive prior to the scheduled February 17th analog shut-off. Converter boxes may be purchased without the coupon at regular retail prices.

Meanwhile, the incoming Obama administration is urging Congress to postpone the February 17th analog shutdown. In a letter Thursday (1/8) to key lawmakers, transition team co-chair John Podesta warned that too many Americans who rely on analog TV sets to pick up over-the-air broadcasts won't be ready.

Consumers Union, a leading consumer organization and publisher of Consumer Reports magazine and the website Consumerist.Com has sent a letter asking Congress to delay the transition "until a plan is in place to minimize the number of consumers who will lose TV signals." The organization says that with the NTIA coupon program out of money, millions of consumers could be without broadcast TV.

In published reports, NTIA has said that the program has not run out of money, but rather hit its authorization limit, with money from expired coupons remaining.

Granholt Reminds Citizens; Thanks DTV Partners

Governor Jennifer M. Granholm on Tuesday (1/6) joined with the Michigan Association of Broadcasters (MAB) to remind citizens to make sure they are prepared for the transition to digital television so they can receive vital public safety and emergency information broadcast after February 17, 2009.

"One of the most common ways for citizens to get public safety or emergency information is from their televisions, which is why it is so important they make the switch to digital television successfully," Granholm said. "The news, weather and community information we receive from television could be critical to our families. We do not want any Michigan family to be left without this vital information." The reminder is part of the governor's continued efforts to protect Michigan citizens by ensuring that they have the information they need to make important decisions. The MAB, through a public private partnership, is working to help Michigan citizens maneuver the digital transition. Organizations like RSVP, Michigan Office on Services to the Aging, and the Michigan Jaycees are also working to inform and help citizens understand what they need to do to be prepared for the transition.



Countdown to
2-17-09
the Digital
Transition

Are You
Ready For
2-17-2009?

Visit the official
Michigan DTV
web site for
complete information
on the Digital
Transition and how
you can prepare
your listeners and
viewers.

www.michigandtv.com

Michigan Soft Test Update

Television stations in Michigan continue to schedule DTV "soft tests" to increase awareness of the forthcoming digital television transition. In the Detroit market, Test Your TV Tuesday began on December 16 and airs every Tuesday until February 17, 2009. The test airs at a different time each Tuesday simultaneously on all television stations in Detroit in order to reach as many people as possible.



On January 7, television stations in the Grand Rapids/Kalamazoo/Battle Creek market conducted the first "Test Your TV Wednesdays". As with the Detroit test, this effort will continue at a different time each Wednesday until the scheduled digital transition.

Lansing-Jackson television stations will conduct another soft test on Monday, January 12. In the mid-Michigan market, PBS affiliate WKAR-TV will become the fourth station in the station to broadcast exclusively in DTV on January 13, when it will discontinue its analog broadcast signal.

In Flint-Saginaw, WNEM-TV will be doing 11 tests throughout the day, evening and overnight on January 15.

Michigan Prisons Ready For Transition

Lansing's Gongwer news service is reporting that while other states are struggling with the issue, Michigan prisoners are already seeing the green screens that show they are ready for digital broadcasting next month. Officials said that while prisoners have to purchase their own television sets, the Prisoner Benefit Fund at each facility pays for cable service "that, at least for now, avoids the need for digital converters for each inmate."

Don-Lors DTV Segments Now on YouTube!

Livonia-based Don-Lors Electronics - sponsor of the Michigan DTV Helpline has posted video from recent Detroit-market television coverage of the digital television transition and its expertise.



As part of the continuing television coverage, Don-Lors Director of Sales Michael Gottlieb has become known as "Mr. DTV" in the Detroit market.

Check out the videos on YouTube [here](#).

This newsletter is being sent to all MAB Members. If you do not wish to receive this newsletter, please contact dankelley@michmab.com and we will remove your email address from our distribution list.

The Michigan Association of Broadcasters, 819 N. Washington Ave., Lansing, MI 48906