



Digital Television Transition Update - July 31, 2008

201 DAYS UNTIL 2-17-09

as of July 31, 2008

Statistics:

As of July 26: 916,307 converter box coupons have been requested in Michigan. 333,630 coupons have been redeemed in the state.



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

"DTV Day" Held in Detroit



Above: Rev. Anthony Evans, President of the National Black Church Initiative interviewed by Detroit media.

The Michigan Association of Broadcasters (MAB) hosted a "Detroit DTV Day" on July 22nd at the main branch of the Detroit Public Library. Detroit DTV Day was a day-long endeavor to help local residents prepare for the February 17, 2009 final switch to all-digital television broadcasting.

The day began with a morning news conference to kick-off and highlight the joint



Click the Graphic to visit the FCC DTV Site



efforts of the MAB and the National Black Church Initiative (NBCI). NBCI, with the help from the National Association of Broadcasters, has distributed 100,000 pieces of DTV literature at locations around the city of Detroit and will be hosting speakers to address congregations on the DTV conversion.

Following the news conference, the MAB DTV Team, along with Detroit Television Engineers Helge Blucher (WTVS-TV), Marcus Williams (WDIV-TV) and Tim Redmond (WJBK-TV) hosted a public presentation as well as a question and answer session on the DTV Transition.

There was over all frustration with the coupon system in the metro Detroit area where they have a large number of apartment dwellers and many living in apartments within homes which were converted to apartment buildings. These single address multiple dwellings are still only eligible for two converter coupons and NTIA has not solved that problem as of yet.

Others had no problem getting their coupons but were upset that their coupons had expired. One example was a gentleman who had open heart surgery and was not mobile enough to get his converter box before the coupon expired. There are also wide spread reports of converter boxes not being in stock at retailers. Some had their converter box coupon expire while waiting for the boxes to arrive on store shelves. The MAB took the names of those having problems and will assist them to try to resolve their challenges.

DTV Discussed in Grand Rapids



On Monday, July 28, the MAB held a DTV Transition Regional Meeting at the Yankee Clipper Branch of the Grand Rapids Public Library.

Once again, the MAB was joined by representatives of area television stations - including Diane Kniewski (President and General Manager) and Mike Laemers (Director of Engineering - **in right photo**) from WOOD-TV/WOTV-TV/WXSP-TV; Jim Lutton (Vice-President and General Manager) and Jim Steffy (Chief Engineer) from WWMT-TV; Chuck Mikowski (Vice President and Director of Technology) from WZZM-TV; Dale Scholten (Chief Engineer) from WXMI-TV; and Michael Walenta (General Manager) from WGVU-TV.



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

The Grand Rapids market presents some unique challenges in the DTV Transition with stations changing channel positions; plus the location and distance of the many transmitting towers in use by the broadcasters in the market will present even more difficulty for some in receiving local channels.

Grand Rapids/Kalamazoo/Battle Creek is the second largest market in Michigan and has over 115,000 households receiving their television signals only over-the-air. This is 15.6% of the households in the market. These numbers do not count the many cabled households that still have one or more televisions not hooked up to their paid service provider.

The number one issue in Grand Rapids was reliable digital reception with existing indoor and outdoor television antennas.

DTV Team Provides Answers on WWMT-TV/Kalamazoo

On July 1, MAB DTV Team Members Jennifer Preslar, Larry Estlack and Dan Kelley - along with WWMT Chief Engineer Jim Steffy and WLAJ/Lansing Chief Engineer Gary Williams answered viewer questions for 2+ hours during a special call-in segment promoted during the station's early evening newscast.

Questions from viewers were primarily on reception issues, expired converter box coupons and converter box issues with portable televisions.

MCAAA Receives Update on DTV Transition

MAB President/CEO Karole White presented a DTV update to the Executive Council of the Michigan Community Action Agency Association (MCAAA) at their annual convention at Boyne Mountain on July 28. Ms. White updated the agency directors on the progress of the DTV Awareness Plan and the agency directors gave feedback on calls they are receiving with questions and issues.

MCAAA is helping with the transition by being an informational resource for their clients, typically economically disadvantaged citizens of Michigan. The agencies are receiving many phone calls for help, due to the public service announcements created by MAB and aired by member stations.



For more information on MCAAA click [here](#). To see the MAB's public service announcements featuring Ernie Harwell, click [here](#).

Upcoming MAB/Michigan DTV Events

- August 2:** State Jaycees August Convention DTV Presentation.
- August 7:** Traverse City Library Presentation/5-7pm
- August 19:** Michigan Association of Counties Summer Conference
- October 17:** Cable Consortium Conference/Mt. Pleasant
- November 17:** Mt. Clemens Library Presentation/7-9pm

The MAB has speakers available to discuss the digital transition with your staff or

community organization. Contact the MAB office for more information at 800-968-7622 or via email at mab@michmab.com.

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