



## Digital Television Transition Update - June 2008

256 DAYS UNTIL 2-17-09

as of June 6, 2008

*June 4, 2008*

### MAB Provides Testimony On DTV Transition to Michigan House Energy & Technology Committee



Above (L-R): Gary Blievernicht (WKAR-TV), Al Blinke (WNEM-TV), Mike King (WILX-TV) and Karole White (MAB) address lawmakers.

The Michigan Association of Broadcasters addressed the House Committee on Energy and Technology on Wednesday, June 4th to educate lawmakers on the impact the digital television conversion.

Joining MAB's President and CEO Karole White were General Managers Mike King of WILX-TV (Lansing) and Al Blinke of WNEM-TV and WNEM-AM (Saginaw/Flint).



Providing technical expertise at the session were Gary Blievernicht (WKAR-TV/East Lansing) and Mike Winsky, also from WILX-TV. *Photo: Karole White (MAB) and Mike King (WILX-TV).*

The group represented their broadcasting colleagues well, and provided the committee with a wealth of information and technical data on the conversion. Legislators commended MAB and its member's on their efforts, and remarked on how extremely involved MAB and its members were in assisting citizens in the digital transition.



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



Click the Graphic to visit the FCC DTV Site



Many of the lawmakers indicated their willingness to develop their own public awareness campaign through their cable access television shows, literature, town hall meetings and internet websites. **Photo: Al Blinke (WNEM-TV) and Michigan Representative John Garfield (R-45).**



Download a transcript of MAB President/CEO Karole White's testimony [here](#). Read Broadcasting & Cable Magazine's coverage [here](#).

In the coming weeks and months ahead, MAB staff will continue to play a supporting role to our elected local, state and federal officials as they help assist the most vulnerable among us in their efforts to be prepared come February 17, 2009.

### WNEM-TV hosts DTV Question Day for Viewers

On May 20th, WNEM-TV/Bay City-Saginaw conducted a "Ask The Expert" segment on the digital transition.

Viewers were invited to call-in with their digital transition questions during the station's noon, 4, 5, 5:30 and 6pm news.



Those handling the phone bank included MAB's Larry Estlack (pictured above), plus WNEM's own engineering staff along with representatives from Charter and Comcast Cable. Station News Director Ian Rubin said the response was overwhelming and disrupted telephone service at the station.

With that response, Rubin says WNEM will be repeating the segment again in July.

The most common questions that were asked included "How can I get the coupons?", "I have cable (or satellite), do I need a converter box?", "What do I need to use my VCR?", plus many more. **Download the complete list of questions and answers [here](#).**

### Statistics:

As of May 30th - 678,354 converter box coupons have been requested in Michigan.



### Upcoming MAB/Michigan DTV Events

- June 10:** Washington: Michigan Congressman John Dingell (D-15), Chairman of the House Energy & Commerce Committee to hold hearing on status of Digital TV Transition. *MAB's Dave Jessup to attend.*
- June 12:** Sterling Heights Library Free Forum/2pm
- June 23:** Lansing Public Library DTV Demo/6:30pm

Countdown to  
2-17-09  
the Digital  
Transition

Digital  
Transition  
Speakers  
Available!

Looking for a knowledgeable person to speak to your staff or to a community organization on the Digital Transition next Year? Contact the MAB office for more information at 800-968-7622 or via email at [mab@michmab.com](mailto:mab@michmab.com).

- July 14:** Partner Presentation to Michigan Jaycees Regional Conference, Clare
- July 21:** Traverse City Library DTV Presentation/6:00pm
- August 14:** Partner Presentation to Michigan Association of Counties, Frankenmuth

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](mailto:mab@michmab.com).

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### NAB DTV Trekker Michigan Stops

- June 20-23** Detroit Riverdays Festival
- June 26** Walmart, Dearborn
- June 27** Ann Arbor Senior Center
- June 28** Clinton-Macomb Public Library
- July 1** Walmart, Kalamazoo
- July 4** Walmart, Marquette



**NAB DTV Trekker contact: Cheryl Zuchowicz - [czuchowicz@mobilemarketing.com](mailto:czuchowicz@mobilemarketing.com)  
(915) 219-8844**

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