



Digital Television Transition Update - June 24, 2008

238 DAYS UNTIL 2-17-09

as of June 24, 2008

MAB On The Road in June with DTV Regional Town Hall Meetings

The MAB's DTV Team has continued its trek around the State of Michigan with presentations to community groups and interested citizens on the DTV transition. Programs have included an overview on why television is transitioning to digital, who is affected and what it means to them. Additionally, these presentations have included an informative and easy to understand explanation of how to use a converter box, what types of antennas are available and what it all means to the average over-the-air viewer.

The MAB has been accompanied by staff from member television stations in the markets visited to help answer audience questions in both a group setting and on a one-on-one basis.

June 12 - Sterling Heights Public Library



Left to right: Larry Estlack, MAB; Helge Blucher, Detroit Public Television; Mike Katona, WDIV-TV Detroit; Dan Riley, WMYD-TV Detroit; Tim Redmond, WJBK-TV Detroit and Karole White, MAB.

June 23 - Lansing Public Library



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



Click the Graphic to visit the FCC DTV Site





MAB members (l-r) John Szarowicz, WSYM-TV Lansing; Gary Williams, WLAJ-TV Lansing; Mike King, WILX-TV Lansing; and Lyle Schulze, WSYM-TV Lansing answer audience questions on the DTV Transition.

Upcoming MAB/Michigan DTV Events

- July 14:** Partner Presentation to Michigan Jaycees Regional Conference, Clare
- July 21:** Traverse City Library DTV Presentation/5:00pm
- July 22:** Detroit Public Library Press Conference & Presentation
- July 28:** Grand Rapids Yankee Clipper Branch Library Presentation/5:30pm
- 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.

NAB DTV Trekker Michigan Stops

- 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 (915) 219-8844

Statistics:

As of June 19: 758,331 converter box coupons have been requested in Michigan; As of June 11: 166,040 coupons have been redeemed.



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.

News: More Funds for DTV

This past Thursday (6/19), the United States Senate voted to free up more funding for the DTV transition with an amendment to the Deficit Reduction Act.

The amendment would free up any leftover funds from the DTV converter box program and use that money to assist senior citizens, minorities and rural viewers in preparing and making the transition. It would also make funding available to help low-power broadcasters make the switch to digital. Read more from Broadcasting & Cable [here](#).

Washington, D.C. TV Station To Lease Time on LPTV to Keep Analog Signal On Air

In Washington, DCRTV.com reports that the market's ABC affiliate, Allbritton Communications' WJLA-TV (Channel 7), plans to lease the airtime of WWTD-LP (Channel 49), to keep an analog signal on the air past the February 18, 2009 deadline. LPTV stations can remain on the air in analog mode past the deadline.

Consumer Alert: Beware of Free Converter Box Offer

The offer of a "free" DTV converter box might not be free at all after purchasing a required five-year warranty and paying shipping and handling fees. Read more from MSNBC [here](#).

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