



Digital Television Transition Update - October 31, 2008

109 DAYS UNTIL 2-17-09
as of October 31, 2008

Statistics:

Michigan has passed the million mark for coupon orders! As of October 21: 1,343,574 converter box coupons have been requested in Michigan. 575,203 coupons have been redeemed in the state, resulting in a 42.8% redemption rate.

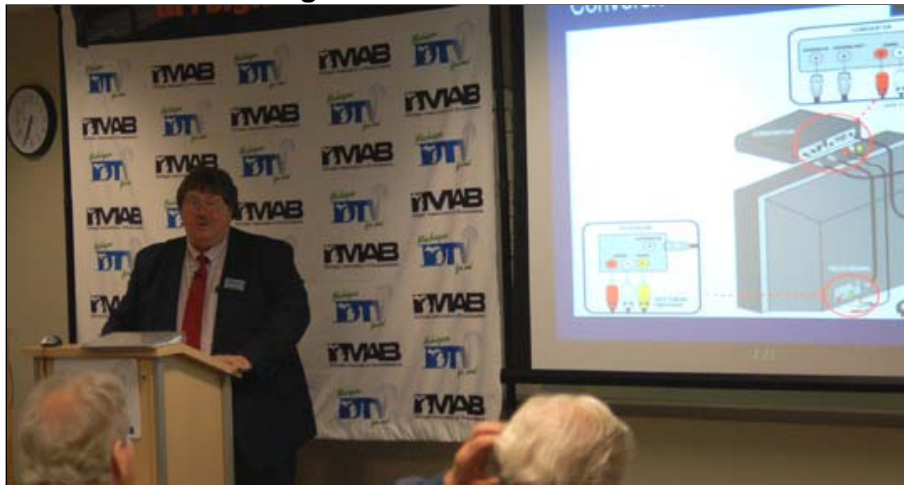


The Michigan DTV Helpline number: 1-888-MI-DTV-09.
www.michigandtv.com



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

MAB Educates Michigan on DTV Transition



Above: MAB Director of Technology Larry Estlack reviewing converter box wiring with a statewide audience!

The Michigan Association of Broadcasters (MAB) along with the Michigan National Guard hosted a statewide digital television preparedness training Thursday, October 23rd at 18 National Guard locations across the state.

There were over 500 participants statewide for the DTV preparedness training including volunteers from the Michigan Jaycees, Retired and Senior Volunteer Programs (RSVP) and



Click the Graphic to visit the FCC DTV Site



Don-Lors Electronics; all of which have teamed with the MAB to help educate and prepare the public.

The training focused on why and when the digital transition will take place and included how to install and operate a digital converter box. Additionally, the training brought to light the importance of having the right antenna that will work in coordination with a converter box.



Above: Screen shot of training session participants at remote site.

Eighteen Michigan National Guard video-teleconferencing (VTC) training centers participated, offering the use of their interactive VTC equipment. This equipment allowed each site to communicate with each other.

Television broadcast engineers from Michigan, Wisconsin and Ohio gathered at facilities across the state to answer area specific questions from the public. MAB President and CEO, Karole White and Director of Technology, Larry Estlack, were on hand in Lansing to answer questions statewide.



Above: MAB President/CEO Karole White speaking to a statewide audience.

“The DTV preparedness training was a huge success,” said Karole White. “This training set a benchmark for digital training across the country. It was not only informative and interactive, but economically this training helped to save Michigan citizen precious dollars in travel costs in an ever tightening economy.”

The Michigan National Guard is interested in the public safety information delivered by television stations during and after the digital transition. According to Michigan National Guard Adjutant General, Thomas Cutler, digital television can be a key emergency preparedness factor. The National Guard depends on broadcasters to distribute

emergency messages to the public in times of natural or man made emergencies. To do nothing could put families at risk when on February 17 all analog television sets will go blank if individuals have not taken proper steps to assure the continuation of their TV signal.

Both the MAB and the Michigan National Guard realize the important role a successful DTV transition will play in the continued safety of the citizens of Michigan.

“The MAB has been at the forefront on digital transition education,” said White. “Our research indicates that 50% of our 600,000 over-the-air (OTA) households have a transition plan. Cable and satellite subscribers are not directly impacted.”

Coupon Program Expanded to Nursing Homes; Post Office Box Addresses

As of October 20, the NTIA Digital Television Coupon Program has been expanded to include those residing in nursing homes as well as



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

users of post office boxes around the country.

Since January, the government has been providing two \$40 coupons per household that can be used toward the purchase of digital converter boxes. However those living in nursing homes or who use a post office box as a mailing address have not been eligible.

The revised rules will allow residents of licensed assisted care facilities to receive one coupon and allow for a family member or representative from the facility to apply for the coupon on the resident's behalf.

Additionally, coupon applicants who use a post office box as their mailing address will be able to request two coupons through the normal application process. They will be required to provide their physical address in addition to their post office box number.

MAB's DTV Team Around The State and On The Air....



Above: MAB Director of Technology Larry Estlack (left) with Michigan Public Media's Jennifer White and Steve Schram after appearing on a special DTV Transition Program on WFUM-TV/Flint.

The MAB DTV Team has been busy over the last month! On Monday, September 29, MAB's Larry Estlack and Dan Kelley participated in an hour-long DTV information program broadcast live on Michigan Public Media's WFUM-TV in Flint. WFUM-TV is converting to all-digital broadcasting beginning November 17, three months ahead of the rest of the nation!

On Thursday, October 2nd, MAB President/CEO Karole White spoke to the annual convention of the Retired Senior & Volunteer Program (RSVP) in Big Rapids. Also attending with Karole was DTV Team Member Dan Kelley, who gave an overview of the DTV conversion process.

The DTV Team traveled to Mt. Pleasant on Friday, October 17 to give a presentation at the Central State Cable Consortium. MAB's Jennifer Preslar, Dan Kelley and Mary Epps participated.



Above: MAB President/CEO Karole White Speaking to RVSP Convention in Big Rapids.

And to help promote the Statewide DTV Preparedness Training (see story

above), MAB's Larry Estlack, Dan Kelley and Mary Epps appeared on numerous morning radio programs around the state on both Wednesday (10/22) and Thursday (10/23) discussing the DTV Transition and the October 23rd event.

Upcoming MAB/Michigan DTV Events

November 10: 100 Day Countdown to February 17, 2009 Begins

November 17: Mt. Clemens Library Presentation/7-9pm

February 17: Analog Turn-Off/11:59pm

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.