



DTV News & Information

From The PBS DTV Transition Team

October 8, 2008
Issue 24

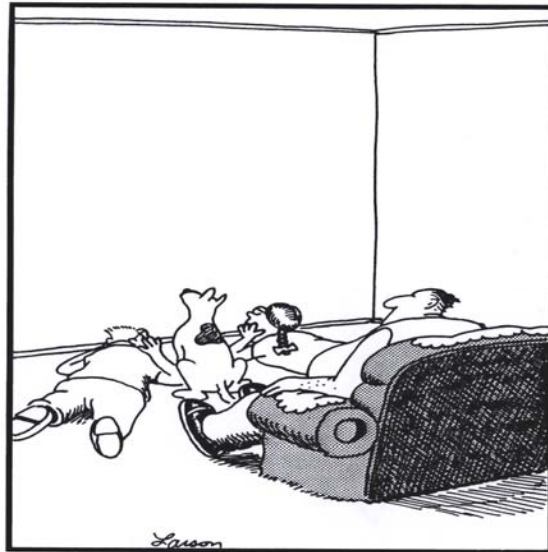
WELCOME TO THE PBS DTV NEWS & INFORMATION NEWSLETTER, A WEEKLY DISTRIBUTION OF INFORMATION, INTERESTING NEWS, AND HELPFUL IDEAS FOR SPREADING THE WORD ABOUT THE DTV TRANSITION.

The PBS DTV Transition Team (703) 739-5002 -A. Yoo

8,853,848...

Number of coupons expired

--dtv2009.gov
(as of Wed., 10/1)



In the days before television

Industry News

Headlines and Articles

Hill Hot Over DTV Education 'Gap'

Congress says Wilmington shutoff showed lack of education; broadcasters counter that timing, message were right

By John Eggerton
Broadcasting & Cable

Congress is getting worried that its worst DTV nightmare could come true: that millions of constituents will lose some of their TV signals, thanks to the law Congress passed to migrate full-power TV stations to digital TV.

That concern was newly prompted by the lessons learned from the Wilmington, N.C., DTV test. But should they have been learned before that?

Reps. John Dingell (D-Mich.)

and Ed Markey (D-Mass.), who chair the House Commerce and Telecommunications & Internet subcommittees, respectively, along with about a dozen other committee members, have told the broadcasters, FCC and the National Telecommunications & Information Administration (NTIA) to start finessing their education campaigns to warn viewers that they might need a new antenna or to adjust their old one.

"The commission has failed to provide the American public with adequate information concerning the

need for new antennas and /or antenna adjustments to receive digital broadcast signal," they wrote in a letter to the FCC copied to the NTIA and the National Association of Broadcasters (NAB). They said a significant number of viewers could have problems.

But how many?

Martin's Fix

FCC Chairman Kevin Martin has said that about 15% of markets will have at least one station with a significant [change to...more](#)

Individual Highlights:

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Agency Wants More Money to Manage DTV Coupon Plan

Associated Press
By John Dunbar

WASHINGTON—Costs to run a coupon program that is helping people shift to digital television are about to exceed a congressionally mandated cap and the Bush administration is asking for more money.

Administrative costs for the program are capped at

\$160 million. The program provides two \$40 coupons per household to consumers who will need converter boxes when full-power television stations shift to digital-only broadcasting in February.

The boxes retail for between \$40 and \$70.

Without legislative action, the Commerce

Department's National Telecommunications and Information Administration says it may run out of funds to administer the program by the end of January, according to a letter delivered to Congress on Thursday.

Federal law allocated \$1.5 billion toward the coupon program with a maximum of \$160 million to [be...more.](#)

Bush Aide Is Against Delay

Deferring DTV Shift Could Confuse Consumers, Says NTIA's Baker

By Ted Hearn
Multichannel News

Washington—A senior Bush administration official last Tuesday opposed a House bill that would delay recovery of old analog TV spectrum for two weeks to ensure that no one lost access to emergency communications around the time of the digital-TV transition next February.

"We feel that certainty is

best at this point. Delay confuses consumers," Assistant Commerce Secretary Meredith Attwell Baker said on a conference call with reporters. Baker runs Commerce's National Telecommunications and Information Administration (NTIA).

All full-power TV stations must turn off their analog TV signals on Feb. 17, 2009, and rely exclusively on their digital signals.

Analog TV sets not connected to a pay TV service need to be hooked up to digital-to-analog converter boxes to keep working.

Two weeks ago, Rep. Lois Capps (D-Calif.) introduced a bill (HR 7013) that would postpone the government's takeback of analog TV spectrum from Feb. 18, 2009, to March 3, 2009. During that two-week period, [over-the-air...more.](#)

Martin Fears Coupon Program Lacks Funds

FCC Chairman's Concerned DTV Converter Box Program May Be 'Insufficient'

By Ted Hearn
Multichannel News

Washington—Federal Communications Commission chairman Kevin Martin is concerned that a \$1.5 billion digital TV converter box program run by the U.S. Commerce Department could exhaust its funding, leaving consumers in the lurch next February 17 when analog TV signals are shut off.

Martin expressed his concerns in undated letters to House Energy and

Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications and the Internet Subcommittee chairman Rep. Edward Markey (D-Mass.). An FCC spokeswoman said the letters were dated Oct. 6, calling the omission "a typo."

Both Democratic lawmakers have engaged in aggressive oversight of the converter box coupon program supervised by Commerce's National Telecommunications and

Information Administration.

"While I do not have access to NTIA's projections and detailed analyses, I am concerned that the total funding required to satisfy demand may prove to be insufficient," Martin said in the letters, copies of which were obtained by *Multichannel News* Tuesday.

Congress just approved \$20 million in case NTIA needs extra administrative funds to mail coupons near the end of [the...more.](#)

Helpful links:

- PBS
www.pbs.org/digitaltv/
- Affinity Group Coalition (AGC)
<http://www.ptv-agc.org/>
- National Telecommunications and Information Administration
<http://www.ntia.doc.gov>
- Digital Television Transition Coalition
<http://dtvtransition.org/>
- Federal Communications Commission (FCC)
www.DTV.gov
- National Association of Broadcasters (NAB)
www.DTVAnswers.com
- Digital TV Facts
<http://dtvfacts.com/>

What's New From PBS?

During the Development Conference, Thomas Crockett mentioned the new release of a grant for public institutions to educate their community on the DTV transition. Here is the FCC announcement regarding the grant:

DTV Consumer Awareness Support Services

RFQ Submission Requirements

This solicitation is intended to result in multiple awards for services to be provided throughout the United States. Offerors of all business sizes are encouraged to submit multiple proposals that will provide an array of business solutions to address the specifications listed in the Statement of Objectives (SOO).

The technical quote shall **not exceed twenty (20) pages**, excluding table of contents, cover sheet, resumes, price information and past performance attachment. A page is defined as one side of an

8 1/2" x 11" sheet of white, un-textured paper, single-spaced; with at least one inch margins on all sides, using 12 characters per linear inch or 12 point font. However, any charts, graphics and/or past performance information sheets may be in 10 point font.

The **quote shall be provided electronically**, (via electronic mail attachment) and formatted for personal computers using Microsoft software and or Acrobat. **Offerors shall complete and submit the Quotation Cover Page and the Past Performance Contract Information Sheet.**

Evaluation Methodology: Source Selection will be based on best value. All evaluation factors other than cost or price, when combined, are approximately equal to cost or price.

Evaluation Criteria:
Factor 1 – Technical Capability

Describe your firm's ability

to provide support services in any or all of the objectives listed in the Statement of Objective (SOO). Explain your proposed approach for confirming that your technical staff has an accurate understanding of the emerging requirement.

Factor 2 –Past Performance

Using the Past Performance Contract Information Sheet, list up to three (3) comparable efforts performed during the last three years. The Government may also consider information obtained through other sources. Past performance information will be utilized to determine the quality of the contractor's past performance.

Factor 2 –Price

Price will be evaluated separately. Vendor shall propose a firm-fixed price with numbers of hours for each labor category including fully loaded hourly rates of all applicable labor categories.

- [Click here](#) for the Submission Requirements
- [Click here](#) for the Quotation Sheet
- [Click here](#) for the Past Performance Contract Information
- [Click here](#) for the Grassroots Statement of Objectives

Recommended Station Site

Check out KNME's website! I really like how the page is very visual. I especially like how they listed their digital channel numbers on their site (I have had some calls from viewers not knowing their local station's digital channel numbers).

—GREAT JOB!

Are you Ready?
The digital transition is coming and KNME is here to help you make the switch.

Better Pictures, Better Sound, All Still Free
After you switch to digital you'll have even more KNME channels to choose from, plus great pictures and sound.
And digital KNME is free to everyone.
You can still watch KNME on your current set over the air with an antenna or rabbit ears. You don't need to buy a new TV or subscribe to cable or satellite. But there are some steps you need to take to make the change.

Am I Ready?
Are You Ready for the DTV Transition? Find out with the DTV Online Quiz
D TV F. A. Q.
How do I switch?

KNME's Digital Channels
KNME HD 31.1
KNME 32.1
KNME 33.1
KNME 34.1
KNME 35.1
KNME 36.1
KNME 37.1
KNME 38.1
KNME 39.1
KNME 40.1
KNME 41.1
KNME 42.1
KNME 43.1
KNME 44.1
KNME 45.1
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KNME 98.1
KNME 99.1
KNME 100.1

Find Out More
Take a look at KNME's digital signals.

Digital Converter Box Coupon
Obtain a \$40 coupon that can be applied toward the cost of eligible converter boxes.

Pass it on!

Forward this newsletter and encourage those who haven't already—to sign up and receive the weekly DTV News & Information Newsletter right in their inbox. To subscribe email dtv@pbs.org and write "subscribe" on the subject line.

Please feel free to submit any questions, concerns, ideas, or comments you may have to dtv@pbs.org as well. Please include a subject with your email.

See What We've Sent Out So Far

To read all emails previously sent to the dtv@pbs.org list, please [click here](#) and log onto Connect.

Idea of the Month

Shared by Kristin Tutino
WXXI

DTV Display



We hosted an open house [on 9/27] in celebration of our 50th anniversary. We had our DTV display up then so that we could take the opportunity to share, with the 3,000 people that came through our doors that day, information about digital television.

To create our "Archie Bunker-type/1970's living room set, our Creative Service department scoured thrift shops to find the Barcalounger, carpet, tray table and the perfect TV (which was \$5 and it worked). Then we installed a digital converter box to the TV and explained the procedure and demonstrated its use. The display will remain in our lobby through the analog shut off date. We've also launched our DTV website last month at <http://wxxi.org/dtv/>

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