



DTV Outreach Efforts – 1st Quarter 2008

Geoff Shields – Director of Operations

- 1/14 Radio interview with WIBA News. Discussed details on the DTV Transition in general and the Madison Public Library Series of DTV Speaks events arranged by the NAB.
- 1/15 NAB Speakers Bureau event at the Madison Public Library Pinney Branch. Included 1-hour presentation and Q&A session with Madison area residents on DTV transition.
- 1/29 WBA Regional Press Conference at the State Capitol. Available to local and regional media outlets to provide information and Q&A about DTV transition.
- 2/13 NAB Speakers Bureau event at the Madison Senior Center. Included 1-hour presentation and Q&A session with Madison area residents on DTV transition .
- 3/10 NAB Speakers Bureau event at the Madison Public Library South Branch. Included 1-hour presentation and Q&A session with Madison area residents on DTV transition .
- 3/26 WBA Regional DTV Informational Session at Monona Terrace. Participated in Q&A session with the audience on DTV transition on DTV transition .
- 3/29 NAB Speakers Bureau event in Black River Falls. Included 30-minute presentation and Q&A session with audience on DTV transition.

Tom Weeden – Chief Engineer

- 1/8 DTV presentation to Badger Area Technical Society (in our studio). Included Q&A session regarding the technology and the DTV transition.
- 1/23 DTV presentation to Golden K Kiwanis Club. Included 30-minute presentation and Q&A session with audience on DTV transition.