

NAB DTV PSA Script – 30 second version:

The Future is here.

Right here in this box. [a converter box appears in her hands]

Because this box has the power.

The power to convert your antenna TV into DTV: Digital television.

[Fine Print: TV sets with ATSC digital tuners, satellite, cable, or telco communications make this converter box unnecessary.]

And now this big discount coupon makes the DTV converter box affordable.

Make sure your TV is DTV before February 2009 or all you'll see is... [sound effect of static]

[Fine Print: The DTV transition will not affect low power television stations.]

Learn more about the converter box and coupon.

Call 888-DTV-2009 or go to DTV2009.gov.