April 10, 2008

Ms. Cathy Seidel
Chief, Consumer and Governmental Affairs Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: PBS DTV Consumer Awareness and Education Campaign; MB Docket No. 07-148

Dear Ms. Seidel:

As a DTV.gov Transition Partner, the Public Broadcasting Service ("PBS") is pleased to provide the First Quarter 2008 Report on its DTV consumer education efforts.

This report reflects the unique capability of PBS and Public Television stations to prepare local communities for the DTV transition. PBS (and Public Television) is recognized as the most trusted public institution in the nation.[1] Moreover, PBS member stations reach in particular the people who are most likely to be affected by the transition: 54 percent of over-the-air households in America watch PBS every week, and 21 percent of PBS viewers rely solely on the over-the-air broadcasts to watch television.

PBS and its member stations have long been valued for providing information and inspiration as part of our public service mission. PBS is committed to leveraging this position to help ensure a smooth transition. To that end, PBS has developed a 2008-09 comprehensive consumer awareness and education campaign, and a companion DTV Communications Toolkit to help PBS member stations bring the campaign to life in communities throughout the United States. A copy of the most recent description of the PBS campaign is attached.

Primarily, the 2008-09 PBS DTV consumer awareness and education campaign will:

- Raise awareness about the DTV transition and its impact among PBS viewers and members; *and*
- Inspire PBS viewers and members affected by the transition to take steps that ensure continued access to free, over-the-air television before the February 2009 deadline.

The PBS campaign, messages and strategy reflect comprehensive, quantitative industry research and focus group research. The campaign will take a two-phased approach to assure maximum impact over the course of the year:

[1] *See, e.g.*, Greg Feldmann, *Editorial: PBS is Still Necessary and Relevant*, The Roanoke Times, March 11, 2008, at B9 (citing the annual GfK Roper Public Affairs & Media Poll).

Phase One: Education and Awareness
March 2008 - October 2008
This phase of the campaign helps spread the word about the transition. It uses a series of marketing tactics and messages designed to raise awareness of and educate viewers on the transition, its impact on their lives, and the choices available for making the switch to DTV. It also lays the groundwork for Phase Two.

Phase Two: Empowerment and Action
November 2008 - February 2009
This phase will inspire action among our target audience, encouraging them to complete their households' preparation for the February 2009 switchover deadline.

PBS and its member stations first will leverage our most valuable asset—our over-the-air presence—to deliver campaign messages. We will supplement the on-air campaign with communications through all the channels at our disposal, including print, e-mail, websites and local events and outreach.

The PBS campaign launched with two spots, one of 60 seconds in length and one of 30 seconds in length. An additional spot in production will allow local stations to insert market-specific messages with relevant, factual information about specific exceptions or considerations (*e.g.*, analog translators). All on-air spots can be customized with local phone numbers or URLs; all are closed captioned, provided in Spanish and digitized for online use.

PBS also will create a 30-minute informational program on the DTV transition. We currently are exploring production options and will keep member stations and policymakers apprised of progress and timing.

Of course, PBS will also ensure that the campaign evolves as marketplace conditions change and as consumer awareness and understanding grows.

I would be delighted to speak further with the FCC about PBS' DTV consumer awareness and education efforts. Please feel free to contact me by phone at 703-739-5210 or e-mail at jherring@pbs.org.

Respectfully submitted,

Joyce S. Herring
Sr. Vice President, Station Services
Public Broadcasting Service

cc: Pam Slipakoff, CGB Chief of Staff
dtvreporting@fcc.gov

# PBS DTV Consumer Awareness and Education Campaign

*A plan to support PBS member stations' efforts to ensure that viewers and members make a successful switch to digital television (DTV)*

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## Overview

Digital television (DTV) is a new broadcast technology that offers viewers dramatically clearer pictures and better sound quality. More efficient than the traditional analog transmission, digital transmissions allow the nation to free up spectrum for public safety purposes and allow stations to send multiple channels of programming to their viewers, including in HDTV.

By February 17, 2009, the nation will complete a technology transition as mandated by Congress. All full-power broadcast television will switch entirely to the new DTV format – a change that will affect many viewers throughout the country. Viewers who currently receive TV signals through an antenna (and who do not have a TV with a built-in digital tuner or have a subscription to cable or satellite) will need to take steps to continue receiving free, over-the-air TV service from full-power stations.

PBS is committed to helping its member stations communicate with viewers to ensure a smooth transition. To that end, we've developed a consumer awareness and education campaign plan and companion DTV Communications Toolkit to help member stations bring the campaign to life locally.

## PBS Member Stations: Uniquely Suited to Serve

Many TV channels, professional organizations and retailers are offering consumer messaging about the DTV transition, which is a great start to help spread the word. But PBS and member stations are uniquely positioned to communicate the impact of the DTV transition to our viewers and members.

PBS is trusted more than any other public institution. And, PBS stations reach a high number of people who are most likely to be affected by the transition. A full 54% of broadcast-only households in America watch PBS each week. About 21% of PBS viewers rely solely on over-the-air broadcasts to watch TV.

Further, each PBS member station has personal relationships with members of its community—through membership, outreach, special events and local partnerships—that provide important opportunities for richer, deeper communication about the impact of the DTV transition and what actions viewers can take to prepare.

PBS and member stations have long been valued for providing information and inspiration as part of our public service mission. We are committed to seizing this opportunity to deliver on that promise to viewers once again.

**Campaign Objectives**

Primarily, the DTV awareness campaign aims to:

1) Raise awareness about the DTV transition and its impact among PBS viewers and members; and
2) Inspire PBS viewers and members affected by the transition to take steps that ensure continued access to free TV before the February 2009 deadline.

**Target Audience: PBS OTA Viewers**

The primary target for the DTV Consumer Awareness Campaign is PBS viewers who rely on traditional over-the-air (OTA) broadcast.

These viewers reflect our overall general audience profile: active, curious, civic-minded people who like to discover new things and feel that they are continually learning and growing. OTA viewers are slightly younger (by two years) than the average PBS viewer, more likely to be in lower-income brackets and come from diverse backgrounds.

PBS OTA viewers watch many of the same programs as the average PBS viewer. They find shows to watch by flipping channels, choosing shows that help them learn something new, make them laugh or deliver an engaging story. PBS OTA households are unlikely to subscribe to satellite or cable because of the digital transition.

**Message Strategy**

PBS analyzed comprehensive quantitative industry research. And, PBS conducted qualitative research among PBS viewers and members to refine the messages and creative approach that would be most successful for the campaign.

For the PBS OTA Viewer, the most effective messages:

- provide sufficient important information up-front (eliminating need to go elsewhere to learn more)
- communicate timing, cost, personal impact ("how does this affect me?") and rationale for change
- deliver information in a straight-forward, concise way
- are honest and "spin-free," that is, messages that do not try to aggressively "sell" anyone on the benefits of the transition to DTV

**Campaign Strategy**

The 2008-09 campaign will take a two-phased approach to assure maximum impact over the course of the year.

Phase One: Education and Awareness
March 2008-October 2008

This phase of the campaign is all about spreading the word about the transition. It uses a series of marketing tactics and messages designed to bring viewers up-to-speed on the transition and its impact on their lives, laying the groundwork for Phase Two.

Phase Two: Empowerment and Action
November 2008-February 2009
This phase will inspire action among our target audience, encouraging them to complete their households' preparation for the February 2009 switchover deadline.

## Phase One Tactics and Execution

First, we will first leverage our most valuable asset—our over-the-air presence—to deliver campaign messages. We will supplement the on-air campaign with communications through all the channels at our disposal: print, e-mail, websites and local events and outreach.

On-Air

The on-air campaign launches with a pair of DTV Transition awareness spots featuring two of the best known do-it-yourself experts on television: Kevin O'Connor and Norm Abram of the award-winning This Old House. The two spots, one of 60 seconds in length and one of 30 seconds in length, are:

- Co-brandable
- Customizable, with space for a local URL or phone number
- Closed-captioned
- Available in Spanish language
- Digitized for online use
- Provided with rights clearance for station air and Web sites through February 2009.

To effectively reach the target audience, we recommend the following rotation schedule during the first phase of the campaign, through October:

- Run the awareness spot at least 2 times per day (approximately 60 rotations per month) from March 1- April 30, 2008.
- Run the awareness spots at least 4 times per day (approximately 120 rotations per month) from May 1 – October 31, 2008.

For maximum impact, air the spots around the shows most often watched by OTA viewers:

- Antiques Roadshow
- NOVA
- History Detectives
- BBC World News
- New This Old House
- Live from Lincoln Center
- Nature
- Scientific American Frontiers
- New Yankee Workshop
- Great Performances
- NewsHour with Jim Lehrer

In addition, schedule spots in primetime and weekend breaks around adult programming watched by a high number of OTA viewers, including:

- American Experience
- NOW
- Independent Lens
- Mexico One Plate at a Time
- Charlie Rose
- P.O.V.
- Frontline
- Religion & Ethics Newsweekly
- Nightly Business Report
- Victory Garden
- Cooking with Julia
- American Masters
- Globe Trekker
- Tavis Smiley

And, schedule the spots around local primetime and weekend adult programming breaks.

In addition to use on local station air, the awareness spots will run on PBS digital channels including PBS HD and PBS WORLD. And, we'll include a spot during select national feeds as embedded promotion.

> *****This campaign strategy is aligned with the FCC DTV PSA order issued Monday, March 3, 2008. Any member station that chooses not follow this on-air scheduling recommendation should ensure that its scheduling strategy meets the requirements outlined by the FCC.

Print/Fundraising and Membership

Stations have a unique ability to reach their individual members in communications about the DTV transition. PBS will provide enhanced communications materials for stations to use via direct mail with their members, including:

- pledge and direct mail message points;
- program guide ads and articles;
- direct-mail inserts; and
- major donor communications.

PBS recommends that stations communicate with their members about the DTV transition on a monthly basis. It would be helpful to include information in each month's program guide and add DTV awareness and education messages to existing direct mail efforts.

Online

DTV transition facts, frequently asked questions and related information will be featured prominently on PBS' dedicated DTV Web site: pbs.org/dtv. Also, importantly, this site allows users to link to PBS member stations' local digital program schedules. To support member stations' dedicated DTV Web presence, the companion Toolkit provides all of this information, and more, to help populate stations' online content, newsletters and other e-communications.

Media Relations

The transition to DTV is industry wide and is being widely covered in the media. Nevertheless, local member stations will want to let local media know about their station's activities to further raise awareness about the transition.

Customizable message points for local press will be provided on an ongoing basis throughout the campaign.

Outreach and Partnerships

While our viewers and members, overall, reflect the general US population of households which watch TV solely over-the-air, we recognize the unique role we play as public service media—reaching and serving underserved populations. To extend the value of our awareness campaign, we have collaborated as part of the national DTV Coalition to form several national partnerships. We are now developing local extensions of the campaign to ensure that people who may have trouble understanding the details of the transition, installing a converter box or finding more information aren't left behind.

More information on these partnerships and local activities will be posted by PBS stations as it becomes available. In the meantime, PBS encourages its member stations to engage and leverage existing partnerships, as appropriate, to extend the awareness and education campaign in each station's community.

**Phase Two Tactics and Execution**

PBS will develop new materials and updated messaging in late summer 2008 to capture the very latest information, empowering viewers to make the final push through the transition. In addition, we will provide updated tactical recommendations to help member stations take full advantage of these materials locally for the remainder of the campaign.

**DTV Communications Companion Toolkit**

This campaign is built to be elastic—so that, in addition to DTV transition basics, member stations can customize it to help communicate issues specific to their local markets. Customizable communications materials for this campaign will be available in a DTV Communications Toolkit for PBS Member Stations.

The Toolkit starts with some behind-the-scenes help for stations. These elements are designed to help each station's staff understand the implications of the transition on different audiences and prepare them to help viewers and members throughout the transition. These materials include:

- DTV Transition Overview and Background
- Station DTV transition team "Getting Started" guide
- Viewer Services DTV Reference Guide
- PowerPoint Presentation for internal and external presentations covering DTV transition and consumer "how-to" guide
- Quick guide to industry resources
- Contacts and Resources

To bring the consumer campaign to life locally, the Toolkit will offer a wealth of materials to help stations extend the campaign beyond broadcast. These include:

- "DTV Basics" Handout
- "DTV Myths & The Facts to Dispel Them" Handout
- "Words to Know" Handout
- "DTV FAQs" Handout
- Print ad templates
- Online Templates

- Messages and Copy Points

The toolkit materials will be posted in the DTV Resources area on PBS Connect.

All the materials will evolve as the transition progresses. PBS will continue to:
- track with messages delivered by the industry;
- track where audience awareness and understanding is;
- and deliver appropriate messaging accordingly.

This plan will be updated in the coming months. Updates will be posted in the DTV Resources area and announced in the Communicate|Promote section on PBS Connect.