

David K. Rehr
President and CEO



January 26, 2009

Michael J. Copps
Acting Chairman
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Dear Chairman Copps:

Congratulations on your appointment to serve as acting chairman of the Federal Communications Commission (FCC) during such a critical phase of the nationwide transition to digital television (DTV).

As you know, in 22 days, full-power television stations across the country will be making the permanent switch to all-digital broadcasting. Although Congress is contemplating an extension of the February 17 cut-off date, broadcasters are prepared to transition on schedule. DTV dramatically improves the TV viewing experience, offering consumers crystal-clear pictures and sound, and more programming choices than ever before.

Americans will benefit greatly from this historic change in television technology. While the vast majority of affected viewers have taken some action, if the remaining consumers do not get their older analog TV sets ready in time, they will lose access to local programming – including news, weather, sports and entertainment.

With so much at stake, NAB's Television Board of Directors has made educating America about the DTV transition its top priority over the past two years. Broadcasters are leading a consumer education campaign valued at more than \$1 billion that combines on-air, grassroots and online initiatives to ensure that every viewer is informed about the transition. NAB's campaign goes beyond raising general awareness to address the most critical aspects of the DTV transition that Americans need to be aware of as they prepare their homes. Our vigorous efforts are especially targeted toward reaching seniors, minorities, rural communities and other disproportionately affected populations.

1771 N Street NW
Washington DC 20036 2800
Phone 202 429 5449
Fax 202 429 5410
www.nab.org

Not only are Americans paying attention to our campaign, many have already responded. An NAB survey conducted in January 2009 found that 97 percent of Americans were aware of the switch. Awareness among minorities jumped considerably as well. Depth of awareness continues to increase with 89 percent knowledgeable that the transition impacts over-the air reception as opposed to cable or satellite.

The challenge now is to ensure every viewer who needs to upgrade does so in time. In this last month leading up to the transition deadline, broadcast networks and television stations nationwide have escalated their consumer education activities by airing daily countdown clocks and conducting analog shut-off tests to help viewers determine whether their sets are digital-ready. Local stations are on message as well, running new spots that highlight rescanning as key to properly upgrading.

As detailed in our most recent FCC quarterly report, an overview of NAB's comprehensive national DTV education campaign is outlined here:

NAB and Industry Efforts

Analog Nightlight Programming

With the recent passage of the "DTV nightlight" legislation,¹ some stations will voluntarily continue broadcasting DTV or emergency information on analog channels for 30 days after February 17. NAB proposes that instead of broadcasting a slate of text, as the stations did in the Wilmington, N.C. early analog shut-off experiment, stations, where feasible, will broadcast a five to eight minute DTV educational video in a loop. Based on calls received from Wilmington, and from analog shut-off tests across the country, we know the majority of viewers who call hotlines have relatively simple questions. At the end, the video would promote a toll-free number for viewers to call, which is the second part of the plan.

NAB will produce and distribute a video in both English and Spanish that is accessible to persons with disabilities and aims to answer the most salient questions viewers had in Wilmington and other analog shut-off tests – what happened, how to hook up a converter box, how to scan and rescan for channels, how to properly position an antenna and a checklist of what viewers need to do.

¹ See Short-term Analog Flash and Emergency Readiness Act, S. 3663, 110th Cong., as enacted December 23, 2008.

Toll-Free Hotline

Last week, NAB launched a new phone service to help provide consumers with transition-related information. NAB's Interactive Voice Response (IVR) toll-free number provides viewers with information about the DTV transition in English, Spanish and Mandarin. Designed to give viewers information after analog test shut-offs, the system first identifies the way viewers receive television signals – cable, satellite, over-the-air – and then provides information about how to upgrade with a converter box or new TV set, or scan and rescan for channels. This system will be expanded to help viewers with a wide variety of issues after the DTV transition on February 17.

For the days following the February 17 transition, NAB has also been working with a variety of stakeholders to coordinate a toll-free hotline to help handle viewer calls from those awaiting coupons, seeking general information, looking for satellite/cable information and needing help with converter boxes, DTV sets and scanning. We are currently planning to have that system operate one week prior to February 17. These plans may change. We are also closely coordinating with state broadcast associations and local broadcasters. In markets with state association hotlines and call centers, our DTV video could also direct viewers to call those numbers.

NAB's video and the coordinated toll-free hotline will also direct viewers with converter box, DTV set and MVPD-specific questions to manufacturer and cable or satellite hotlines. Approximately seven percent of calls in Wilmington were from cable and satellite subscribers. Another 11 percent claimed their converter boxes did not work. We anticipate that call centers would direct viewers to call a particular cable or satellite company if they identified themselves as a subscriber, or a particular converter box manufacturer hotline for viewers having converter box issues. At least eight manufacturers currently have phone lines to answer consumer questions.

Television stations across the country are committing to in-station, or market-wide local call centers where possible, to answer questions from viewers when local reception problems are the issue. For spotty or weak signals or other regional issues, the hotline would direct viewers to local stations and state association hotlines. To further assist in this effort, NAB will produce a "best practices" checklist for local viewer hotlines.

We believe that a combination of these plan components will address viewer phone calls with questions about the DTV transition, and the steps consumers need to take to upgrade. Broadcasters and NAB are not alone in this effort. The FCC, the National Telecommunications and Information Administration (NTIA), MVPDs, consumer electronics manufacturers and retailers and our DTV coalition partners all play important roles in ensuring a successful transition.

The components described above are only a small part of our continuing DTV public education program. Additional key initiatives and challenges, which we have been pursuing for the past 26 months, have helped generate a national awareness level of 97 percent among consumers on this issue currently.

1. **Messaging:** We are working to narrow the focus of our messaging to preempt the need for as many calls as possible. With near-universal consumer awareness of the DTV transition, broadcasters have moved to more specific messaging to educate consumers. Since early January, broadcasters have been airing spots that focus on urging viewers to test their equipment early and to rescan their converter boxes after February 17. To develop a sense of urgency, broadcasters will be airing daily “countdown” spots in the final weeks and days leading up to February 17.

Testing equipment early: NAB has distributed spots that urge viewers to test their equipment ahead of time, which stations are currently running. Many of the telephone calls received by Wilmington stations and the FCC were from viewers who had not previously installed their converter boxes, and had trouble setting them up on September 8. Messaging that focuses on early installation and troubleshooting should allay some of those phone calls.

Rescanning: Because nearly 1,300 full-power television stations are changing channels after February 17, 2009, viewers in most markets must rescan their converter boxes and digital television sets to continue receiving over-the-air programming after the transition. To address this challenge, broadcasters will air spots and other longer-form programming to make over-the-air viewers aware that they must rescan their converter boxes and digital TV sets after the transition. NAB has produced a new set of spots, entitled “Checklist,” which reviews the four things viewers need to do before February 17: purchase a converter box; install it; scan for channels; and adjust the antenna. These rescanning spots began airing on stations nationwide in January, although some stations were airing spots messaging around the rescanning issue prior to January.

DTV Countdown: NAB is also producing “countdown” spots that stations will run during the last two weeks of the transition to foster a strong sense of urgency for the transition in the final days.

2. **Analog Shut-off Tests**: As the DTV transition date approaches, analog shut-off tests have provided a key insight into the current state of readiness among viewers. These tests prompt consumers to take early action, which helps reduce confusion at the cut-off date.

Hundreds of television stations around the country have conducted tests over the past several months, with most stations airing a slate of DTV information over their analog signals rather than an actual shut-off. Stations have found them effective in easily reaching those impacted by the digital transition. In Wilmington, N.C., the two analog shut-off tests performed by the four major stations there were seen and/or heard by about 50 percent of local viewers, making the tests a successful way to raise consumer awareness about the transition.

Colorado, Idaho, Pennsylvania, North Carolina, Connecticut and Maine have coordinated statewide analog shut-off tests, while large television markets like New York, Los Angeles and Chicago have conducted multiple tests at various times during the day. These successful tests have reinforced the desire to conduct more of them in other markets.

On December 17, in coordination with the FCC’s media bureau, stations in 42 states and the District of Columbia participated in a coordinated nationwide shut-off test. This test was very helpful in honing messaging for the nighttime video, as well as anticipating how to staff call centers for the February 17 transition. On January 12, stations in 30 states and the District of Columbia participated in a second national shut-off test.

Ongoing Initiatives

These latest initiatives supplement dozens of other ongoing initiatives that NAB and broadcasters have undertaken, including the following:

On-Air Messaging

1. *DTV Action Television Spots*

To date, NAB has produced and distributed 17 DTV Action television spots in multiple versions to all television stations, with another three planned for release

before February 2009. The content and messages of the spots were carefully researched and followed an arc from promoting basic awareness to addressing specific DTV issues. The spots promote general awareness of the DTV transition; inform consumers about converter boxes and the government's coupon program as a low-cost upgrade option; remind viewers that digital TV is available now; identify who is affected by the DTV transition; highlight the benefits of digital; educate viewers about the need to have the best antenna; showcase the 100-day countdown to digital; urge viewers to get their coupons by early January; and urge viewers to help friends and family upgrade to DTV and upgrade early. The most recent spot reminds viewers to rescan their TV sets after the transition. All spots produced and distributed by NAB are captioned.

2. DTV Action Celebrity Spots

NAB has worked with networks and program syndicators to produce and distribute DTV Action spots featuring the following celebrities: Ellen DeGeneres; Tyra Banks; Howie Mandel of "Deal or No Deal;" Spike Feresten of "Talkshow with Spike Feresten;" Billy Bush and Nancy O'Dell of "Access Hollywood;" Jennifer Morrison of "House;" Lisa Edelstein of "House;" Wayne Brady of "Don't Forget the Lyrics;" Richard T. Jones of "The Sarah Connor Chronicles;" Thomas Dekker of "The Sarah Connor Chronicles;" Jerry Springer; Maury Povich; Steve Wilkos; Chris Matthews; Bob Barker; Judge Greg Mathis; Judge Marilyn Milian of "People's Court;" Judge Jeanine Pirro; Christopher Knight of "Trivial Pursuit;" Deborah Norville of "Inside Edition;" Lara Spencer of "The Insider;" Mary Hart of "Entertainment Tonight;" Rachael Ray; Dr. Phil; Judge Judy; and Travis Stork of "The Doctors."

3. Countdown Clocks, Crawls and Snipes

Television stations across the country have run "crawls," or moving messages along the bottom of a TV screen, during programming that promote DTV consumer awareness, as well as snipes, which are "pop-up" messages during programming. Additionally, on November 10, 2008, stations began running 100-day and under "countdown clocks," which every day mark the number of days left until the transition. Notably, after the 100-day initiatives began, the number of converter box coupons requested from NTIA jumped nearly 60 percent.

4. 30-Minute Educational Programming

In March 2008, NAB produced and distributed a 30-minute educational program, entitled "Countdown to DTV," to television stations across the country. The program was designed to help consumers navigate the transition to digital

television. All NAB member and non-member stations were able to obtain the program in standard definition (SD) or high definition (HD) formats in both English and Spanish. A number of other networks and stations have also produced long-form DTV programming in a 30-minute format.

5. Low-Power TV Action Spots

NAB produced and distributed three television spots that explain the low-power translator issue to television stations in markets with large numbers of translators. The spots come in 15-, 30- and 60-second versions and are available in both English and Spanish. The spots were distributed to stations in April 2008.

6. DTV Action Radio Spots

NAB produced and distributed DTV Action radio spots in 15-, 30- and 60-second versions in both English and Spanish. Sample scripts are also provided to stations that express interest in producing their own spots. The spots were distributed to NAB member radio stations nationwide and are available online for download. NAB also helped distribute the FCC's radio spots to its member radio stations across the country, which were aired in multiple formats tailored for different audiences, including those most likely to be affected by the DTV transition. Radio spots in an urban format were also produced and distributed to stations with urban audiences.

7. Graphics and Video Tools for TV Stations

NAB created a full graphics package to help stations communicate the DTV transition in their newscasts and spots. The package contains video of converter box installations, graphics of DTV equipment and interviews with federal officials, including the current U.S. Commerce Secretary Carlos Gutierrez and former FCC Chairman Kevin Martin. NAB has also produced and distributed a DTV style guide to help stations convey accurate and consistent messages about the DTV transition and a new research report about the demographics of viewers affected by the switch.

8. News and On-Air Programming

A large number of stations nationwide have begun daily coverage of the DTV issue during their newscasts. As one example, Washington, D.C.'s WUSA-TV has been airing a DTV segment every day in every newscast since October 2008.

Grassroots Initiatives

1. DTV Transition Coalition

In February 2007, NAB helped found the DTV Transition Coalition. Please see attached list. The coalition has since expanded to 241 members, comprised of

business, trade and industry groups, as well as grassroots and membership organizations that share an interest in a smooth transition. Participating organizations include AARP, the Leadership Conference on Civil Rights (LCCR), the American Association of People with Disabilities (AAPD), National Council of La Raza (NCLR), among many others. The FCC and NTIA also actively participate in the coalition. As part of the coalition, groups agree to distribute DTV-related materials to their members. Monthly coalition meetings also serve as a national forum on the DTV transition. White House Office of Science and Technology Policy Associate Director Richard M. Russell, FCC Commissioners Jonathan Adelstein and Michael Copps, U.S. Rep. Marsha Blackburn and NTIA Assistant Secretary Meredith Atwell Baker are among prominent officials who have attended the meetings. In October 2008, NAB created an online toolkit for coalition members to distribute to their constituencies and partners. It has been widely disseminated.

2. DTV Speakers Bureau

Working with local TV stations and state broadcast associations across the country, NAB created the DTV Speakers Bureau to organize at least 8,000 speaking engagements about DTV at local venues nationwide before February 17, 2009. The DTV Speakers Bureau is comprised of more than 1,100 local TV station broadcasters, general managers, engineers and state broadcast association leaders, among others, who have volunteered to address their communities about the transition. The bureau has booked or completed 7,512 to date. In September 2008, NAB launched a contest to reward the speaker who completes the most engagements and a periodic newsletter to keep members updated on the latest issues regarding the transition. Additionally, NAB staff members have keynoted multiple conferences with speeches on the DTV transition issue, from London to Little Rock to Las Vegas.

3. DTV Road Show

A major grassroots marketing initiative, NAB's DTV Road Show is aimed at increasing consumer awareness of the DTV transition in targeted areas with high percentages of broadcast-only households. The road show features two DTV Trekkers – moving trucks designed to resemble giant television sets – that are crisscrossing the country until transition day in 2009. With a traveling staff, the Trekkers visit local fairs, festivals and other community events in high over-the-air sections of the country and provide DTV information to those most disproportionately affected by the transition to digital. The DTV Trekkers have visited 415 locations to date, and are on track to travel 95,000 miles and visit 600 locations nationwide by February 2009. Between October 1 and December 31 the DTV Trekkers visited the following cities:

Philadelphia, PA
Onamia, MN
Columbia, SC
Salem, OR
Eugene, OR
Medford, OR
Charlotte, NC
Bend, OR
Raleigh, NC
Portland, OR
Atlanta GA
Yakima, WA
Spokane, WA
Everett, WA
Seattle, WA
Sacramento, CA
Charleston, SC
Chico, CA
Stockton, CA
Orlando, FL
Ammon, ID
Pocatello, ID
Twin Falls, ID
Pinellas Park, FL
Boise, ID
Pullman, WA
Colorado Springs, CO
Pueblo, CO
Marietta, GA
Lubbock, TX
Slidell, LA
Covington, LA
El Paso, TX
Baton Rouge, LA
New Orleans, LA
Las Cruces, NM
D'Iberville, MS
Gulfport, MS
Tucson, AZ

Mobile, AL
Jacksonville, FL
Yuma, AZ
San Luis, AZ
Tallahassee, FL
Pensacola, FL
Fort Walton Beach, FL

4. National Black Church Initiative (NBCI)

In late 2007, NAB began collaborating with the National Black Church Initiative to educate African-American congregants in Washington, D.C., about the DTV transition. Based on the initial success, NAB and NBCI implemented a national effort to help those most affected by the transition learn how to prepare for the switch to digital television. NBCI has a national network of 34,000 member and sister churches. Congregants are provided educational literature about the DTV transition and the government's converter box coupon program, as well as assistance with applying for the converter box coupons. The initiative will reach nearly eight million congregants in churches across more than 40 cities, including Atlanta, Miami, Philadelphia, Detroit, Chicago and Dallas.

5. Esperanza USA

NAB has partnered with Esperanza USA, the largest organization of its kind in America with a 10,000-strong network of Latino faith-based agencies, to inform Hispanic households about the DTV transition. Spanish-speaking households are among the most disproportionately affected populations by the transition. Esperanza has distributed DTV information to its members and incorporated DTV messages in its grassroots outreach and annual National Prayer Breakfast.

6. Spanish Town Halls

In partnership with the Spanish-language television network Univision, NAB has conducted a series of town hall forums to raise awareness among Hispanics in America about the DTV transition. The series was built on the success of a December 2007 town hall in Chicago, which drew more than 700 people. The hour-long televised town halls consistently drew large audiences of primarily Spanish speakers in some of the nation's largest Spanish-language markets. NAB and Univision have completed a series of 24 town halls in top markets, including San Francisco, Dallas, Sacramento, Fresno, Phoenix, Houston, Los Angeles, Chicago and New York.

7. DTV Advertising Coalition

In July 2008, NAB formed a coalition with advertisers to help prepare the advertising community for the DTV transition under a new initiative called "The DTV Transition: Keeping the Ad Community in the Loop." The coalition, which includes NAB, the American Association of Advertising Agencies (AAAA), the Association of National Advertisers (ANA) and the Television Bureau of Advertising (TVB), keeps the advertising community informed of the implications of the transition in an effort to identify and address any issues specific to the ad industry. NAB has participated in numerous events to help educate the advertising community about the transition.

8. Rabbit Ears Pioneers Contest

In May 2008, NAB and the Consumer Electronics Association launched a nationwide contest to help over-the-air viewers make the switch to DTV. Entrants are asked to nominate their favorite "Rabbit Ears Pioneers" with a photo and short essay about why they enjoy broadcast TV, when they bought their TV set and to recount their favorite TV show memories. Florence Henderson, best known for her role on "The Brady Bunch," helped promote the contest. Winners were chosen in June, August, September and October, and received a converter box and antenna to continue using an existing TV set. In conjunction with the 100-day countdown to the transition, we announced in November the grand prize winner, a seventh grade writing teacher from Chicago, who received a home theater system.

Other Marketing Initiatives

1. PumpTop TV Partnership

NAB's DTV Action spot encouraging viewers to enjoy DTV now is airing on television screens at gas stations in some of the largest markets in the country. PumpTop TV, the nation's leading provider of digital media at the gas pump, began airing NAB's spot in mid-November across its network, which includes 720 gas stations representing 6,500 screens in New York, Los Angeles, Chicago, Philadelphia, Dallas-Ft. Worth, San Francisco, Boston, Houston, Phoenix, Sacramento and San Diego. The spot will run until February 17, 2009. A Spanish-language version of the spot will be shown at selected gas stations in California, Arizona and Texas, where there are large numbers of Hispanic viewers.

2. CBS Outernet Partnership

Under a new partnership between CBS Outernet and NAB, our DTV action television spots are reaching consumers at grocery stores, on airplanes, at gas stations and in auto and medical service waiting rooms across the country. NAB's spots are among several spots about the DTV transition that CBS Outernet's

partners will run through February 2009. CBS Outernet's partners include American Airlines, Gas Station TV, AutoNet TV, the CBS Outernet Grocery Network and the Healium Network, which collectively reach about 70 million out-of-home viewers monthly.

3. DTV Bus Ad Campaign

On December 1, NAB's DTV ads were posted in 1,200 buses across Detroit, Boston, Houston, Salt Lake City, Seattle and Washington, D.C., all cities with high over-the-air populations. The ads will run until February 2009.

4. DTV Metro Ad Campaign

In January 2009, NAB launched multiple public service announcements throughout the Capitol South metro station in Washington, D.C., to help communicate the main points of the DTV transition to returning and incoming policymakers. The campaign will run through February 2009.

Online Initiatives

1. DTVAnswers.com Web Site

In 2007, NAB launched www.DTVAnswers.com, one of the most comprehensive, consumer-friendly Web sites about the DTV transition. The site provides consumers, businesses and other interested organizations an in-depth look at every aspect of the DTV transition. Consumers can learn how to upgrade to digital television, get information about converter boxes and antennas, as well as access additional related resources. To help organizations spread DTV messages to their members, the site also provides various informational materials, including downloadable flyers and fact sheets, as well as viewable DTV action spot videos. NAB offers downloadable DTV transition information in more than 60 languages, including a Braille version upon request. An extensive frequently asked questions section that NAB launched this summer is updated regularly to reflect consumer issues related to the transition. The Web site has drawn more than 3.5 million visits since its launch and averages about 8,000 visits per day.

2. LPTVAnswers.com Web Site

To help consumers who wish to continue watching programming from local low-power TV stations after the transition to digital, NAB launched www.LPTVAnswers.com, which provides a comprehensive overview of the low-power issue. With links to state-by-state maps of low-power TV stations and a list of government-certified analog pass-through converter boxes, the site serves as a guide for all low-power TV consumers. The site offers a feature that allows viewers to type in their zip codes to find low-power TV stations broadcasting in their areas.

3. AntennaWeb.org Web Site

In partnership with the Consumer Electronics Association, NAB directs viewers to www.AntennaWeb.org, an online resource for consumers to learn in which frequency bands stations are located and to select appropriate outdoor antennas. The Web site is also available in Spanish.

Media Outreach

NAB's DTV transition team has a full-time media relations staff dedicated to generating widespread media coverage of the DTV transition and ensuring that reporters are covering the issue accurately. NAB has briefed reporters from major news organizations on the DTV transition and conducted media tours in markets across the country, including New York, Chicago, San Jose, Philadelphia, Madison, New Orleans and Washington, D.C., and has generated print, online and broadcast media coverage about the transition in all 50 states.

In April 2008, NAB began sending out a weekly email with DTV-related updates to help hundreds of reporters nationwide stay abreast of how the transition is progressing. NAB's media team, which also employs a public relations firm, is in regular contact with more than 4,500 reporters to promote local news hooks about the transition. The team has helped garner more than 14,395 news articles about the transition and participated in more than 390 radio interviews, 32 of which were in Spanish. On November 10, NAB hosted a national press conference in Washington, D.C., marking the 100-day countdown to the transition, which included participation from senior government officials, industry and consumer groups and generated news coverage across the country.

DTV Toolkits for Elected Officials and Hard-to-Reach Populations

NAB has sent DTV toolkits to elected officials across the country, including all members of Congress, state legislators, governors and lieutenant governors, executive directors of state municipal and state county associations, state African-American caucus leaders and state Hispanic elected officials. Working with the Bureau of Indian Affairs, NAB mailed DTV toolkits to 449 tribal leaders in the United States in May 2008. In June 2008, NAB gave toolkits to 1,113 Meals on Wheels state chapter heads, as well as state aging agencies, and provided electronic toolkits for the National Low Income Housing Coalition and elected officials, which were sent to about 7,000 state legislators, mayors and county commissioners. In collaboration with the American Library Association, NAB distributed e-toolkits to librarians nationwide. NAB also provided toolkits to all 228 Alaskan tribal leaders to help them prepare their communities for the transition.

The DTV toolkit contains a PowerPoint presentation on the transition that can be used during a town hall meeting or any gathering of constituents; a newsletter insert for newsletters in English and Spanish; a DTV handbill in English and Spanish; a consumer resource guide in English and Spanish; a sample press release in English and Spanish; a sample op-ed on the DTV transition in English and Spanish; key points on DTV; banner Web site ads that may be linked to www.DTVAnswers.com; sample speeches on DTV; and a DTV background sheet.

In early January, NAB will send updated DTV toolkits to all members of Congress to help them educate their constituents during the final weeks leading up to the transition date. Please see copy attached of toolkit.

Survey Research

NAB has committed significant financial resources toward consumer research. NAB has commissioned six nationwide polls on the DTV transition, which include a massive 50-state research project to measure consumer awareness in all 50 states and two polls aimed specifically on the Wilmington DTV experiment. The most recent national survey conducted and released in October 2008 found near-universal awareness of the transition at 92 percent, a significant increase from 79 percent in January 2008.

International Research

NAB staff have visited and opened dialogues with officials running respective DTV transition campaigns in the United Kingdom, Sweden, Austria, Greece, Italy, Norway, Finland, Belgium and Canada to learn how other countries – some of which have already transitioned to digital – are managing the switch to digital. NAB has also invited officials from those countries and others, including Singapore, to discuss DTV issues with American television broadcasters. The CEO of the United Kingdom's DTV transition campaign met with NAB staff and our coalition partners in 2007. In January 2008, an NAB staff member keynoted an international conference on DTV transition strategies. In November 2008, NAB staff traveled to Japan to discuss DTV deployment issues with broadcasters, government officials and media there. NAB has also met with officials from India and Australia about the DTV transition.

DTV Congressional Staff Briefings and Webcasts

NAB has conducted multiple briefings for congressional staff on the progress of the transition. In April and July 2007, NAB hosted DTV transition briefings with more than 100 U.S. House of Representatives staff and more than 40 U.S. Senate staff.

Working with the DTV Transition Coalition, NAB held DTV briefings in October 2007 and February 2008 in the House and Senate, which drew more than 240 staff and some members of the U.S. House. Converter box demonstrations were given at all events and various consumer awareness materials were made available to attending staff. A June 2008 briefing drew about 100 staffers, and in July 2008, the House Commerce Committee hosted another DTV briefing that was well-attended. In October 2008, NAB's pollster for the DTV campaign briefed Senate and House members on the results of a recent national consumer awareness survey about the transition, as well as on research conducted for the Wilmington early analog shut-off.

In April and July 2008, NAB hosted special live webcasts for congressional staffers to address DTV issues unique to our government partners. NAB's DTV transition team discussed how the federally mandated transition will impact communities across America, what consumer education and outreach initiatives are already underway by broadcasters and how to access information about the DTV coupon program and converter boxes. More than 600 staffers tuned in for these live webcasts.

Throughout our sweeping education campaign, broadcasters have forged an unprecedented partnership with governments at every level, as well as with industry and consumer organizations, to ensure a smooth transition for our viewers. Americans deserve continued and uninterrupted access to free over-the-air television.

We greatly appreciate the FCC's important role in informing Americans about the multiple gains of the DTV transition. Consumers have several options available for upgrading to DTV, but they must act soon or their television signals will be lost after February 17. As you can see, the broadcast industry is doing everything possible to make sure that does not happen.

In light of your new role, we look forward to working with you and the Commission toward a successful transition. If you have any questions about the DTV transition or NAB's consumer education campaign, please do not hesitate to contact me or my staff.

Michael J. Copps
January 26, 2009
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Best wishes.

Sincerely,

A handwritten signature in black ink that reads "David K. Rehr". The signature is written in a cursive style with a large, prominent 'D' at the beginning.

David K. Rehr
President and CEO

