

## Preparing Viewers for Your Station Transition

This checklist ensures viewers are prepared for your station moving frequencies as a result of the recent spectrum incentive auction.

Your viewers will need to know when and how to rescan their TVs. The National Association of Broadcasters (NAB) is providing stations with suggested messaging and tools to educate their viewers. The website [TVAnswers.org](http://TVAnswers.org) can assist in your education efforts.

The following checklist contains best practice recommendations from NAB, as well as Federal Communications Commission (FCC) consumer education requirements<sup>i</sup> (which are noted). We strongly recommend you coordinate your viewer education activities with other stations in your market to minimize viewer confusion and inaction.

### At 90 Days Out

1. Distribute press release announcing your station is moving frequencies to all relevant media outlets. Make sure to highlight the date of the change and rescanning information for viewers. [Click here for a sample press release.](#)
2. Include information in station's automated phone system or provide messaging points to your receptionist to respond to viewer calls. [Click here for a sample phone script.](#)
3. Share information on any local programming, morning shows, newscasts, radio shows, etc. [Click here for sample messaging.](#)
4. Share information on station's social media handles. [Click here for sample posts and tweets.](#)
5. Share information through the station's mobile app, text alert system and any other available digital channels. [Click here for sample messaging.](#)
6. Air at least one transition PSA and one transition crawl every day, preferably during prime time. [Click here for sample PSA script.](#) [Click here for a sample crawl.](#)
7. Contact your members of Congress to inform them that your station is moving frequencies and what you are doing to prepare their constituents. [Click here for a sample letter.](#)
8. Contact local emergency services providers and ask them to share information with their audiences. [Click here for sample messaging.](#)
9. Contact local government offices and providers of social services and aging services and ask them to share information with their communities. [Click here for sample messaging.](#)
10. Contact local community groups, minority groups, religious organizations and ask them to share information with their communities. [Click here for sample messaging.](#)

11. Send information and printed flyers to local grocery stores and major retailers. [Click here for a sample flyer.](#)

## 60 Days

1. Review the summary of FCC consumer education requirements and plan appropriately. [Click here for FCC consumer education summary.](#)
2. Continue notifications through station's social media, mobile app, text alert system and other digital channels.
3. Continue to share information on newscasts, if applicable, at appropriate intervals.
4. Increase awareness of your station's transition by covering related story angles on local programming and digital channels. This could include:
  - a. Interviews with station manager regarding the transition.
  - b. Interviews with emergency services providers, stressing the need to rescan to continue to receive access to emergency information.
  - c. Interviews with aging services providers on how to talk to senior adults about the transition and provide help with rescanning.
5. Air at least one transition PSA and one transition crawl in every quarter of every day, including prime time. [Click here for sample PSA script.](#) [Click here for a sample crawl script.](#)
6. Consider partnering with electronics retailers, such as Best Buy, Walmart, Sears, Target etc. Work with their management and associates to share rescan messaging at point of sale.

## 30 Days

1. FCC Requirement: Air 60 seconds of on-air consumer education public service announcements (PSAs) or 60 seconds of crawls per day for 30 days prior to termination of operations on pre-auction channels. [Click here for sample PSA script.](#) [Click here for a sample crawl script.](#)
2. FCC Requirement: PSAs must be at least 15 seconds and crawls must run during programming for no less than 60 consecutive seconds across the bottom or top of the viewing area. Both must be provided in the same language as a majority of the programming carried by the station. [Click here for sample PSA script.](#) [Click here for a sample script.](#)
3. Distribute press release announcing final transition date and when viewers should rescan their TVs, keeping a special focus on hyper-local and niche community outlets. [Click here for a sample press release.](#)

4. Share information on any local programming, morning shows, newscasts and radio shows, etc.
5. Share information on station's social media handles.
6. Distribute information through your station's mobile app, text alert system and other digital channels.
7. Place op-ed in local papers explaining the transition and urging preparedness and rescanning education. [Click here for a sample op-ed.](#)
8. Contact your members of Congress to remind them that your station is moving frequencies. [Click here for a sample letter.](#)
9. Contact local emergency services providers and ask them to share information with their audiences. [Click here for sample messaging.](#)
10. Contact local government offices and providers of social services and aging services and ask them to share information with their communities. [Click here for sample messaging.](#)
11. Contact local community groups, minority groups, religious organizations and ask them to share information with their communities. [Click here for sample messaging.](#)

The National Association of Broadcasters is committed to helping stations navigate transitions following the spectrum incentive auction to minimize viewer disruptions. For more information, please visit [TVAnswers.org](http://TVAnswers.org) or contact [NABmarketing@nab.org](mailto:NABmarketing@nab.org).

<sup>i</sup> *FCC requirements noted here apply to all transitioning stations except license relinquishment stations. Nothing herein is intended to supersede any provision of the Commission's rules, orders or public notices. Should this summary vary from the Commission's rules, orders, or public notices, the official adopted documents govern.*