

Sample Letter to State and Local Representatives

Dear <<Representative>>:

I want to ensure you are aware that on <<date>> and <<time>> <<station>> will be moving to a new frequency as a result of the Federal Communications Commission's (FCC) broadcast spectrum incentive auction.

The spectrum auction was held to reallocate television airwaves for wireless internet services. <<Station>> did not participate in the auction, but will be moving on <<date>> as required by the FCC.

This move is happening behind the scenes, so the channel number your constituents know will not change. However, viewers that watch TV for free, over the air using an antenna will need to rescan their television sets to continue watching this station and others that may be moving frequencies. Rescanning is when your TV finds all of the available channels in your area. Viewers will not need to purchase new equipment or services. If they subscribe to cable or satellite service, they will not need to take action.

To educate viewers who rely on antennas, stations will be running crawls and public service announcements in addition to posting information online and on their social media channels for at least thirty days prior to going off the air.

You can also help us educate viewers on this change.

The National Association of Broadcasters (NAB) has developed numerous tools to help prepare and respond to viewers, including talking points, website ads and a sample blog and newsletter copy. These materials are available at TVAnswers.org/Resources.

I encourage you to visit **TVAnswers.org** for further details. This site includes information on which stations are moving and when and instructions on how to rescan your TV set.

Broadcasters are privileged to serve our communities every day. We are working hard to prepare for the technical challenges of changing frequencies and want to make this change as easy as possible for viewers.

Should you have any questions about this or other issues of importance to local broadcasters, please do not hesitate to contact me at <<contact info>>.

Sincerely,

August 2018