

DIGITAL TRANSITION



Announcing TelevisionWeek's Digital Transition Station Achievement Award for Consumer Education

As the deadline for the digital transition approaches, *TelevisionWeek* will recognize a television station's exemplary effort to educate its viewers through innovative and creative communications both on air and within their communities. This station and its effort will be featured in the April 14th issue of *TelevisionWeek*. In addition, the winner will be spotlighted at the NAB Show during both the Television Luncheon and MSTV membership meeting.

Other stations who have excelled at meeting this important industry challenge will also receive recognition in this special issue.

The entry process is simple. Log on to www.tvweek.com/dtveducationaward.com and tell us your consumer educational story. Entries will be reviewed and judged by an industry panel of television professionals.

NOMINATIONS DEADLINE: March 1, 2008

FOR FURTHER INFORMATION CONTACT YOUR TELEVISION WEEK REPRESENTATIVE:

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