



October 10, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Re: DTV.gov Transition Partners Quarterly Report
Electronically Filed in MB Docket No. 07-148 and sent electronically to
dtvreporting @fcc.gov

Dear Ms. Dortch:

The National Association of Broadcasters (NAB),¹ the Association for Maximum Service Television, Inc. (MSTV),² the ABC Television Network, ABC News Now, the NBC Television Network and the Telemundo Television Network are proud partners with the Commission to ensure that no consumer loses access to free local television programming after February 17, 2009, due to a lack of information about the digital television (DTV) transition. Broadcasters have committed to educating the American public about the upcoming transition. Since late 2006, broadcasters have coordinated extensively with government, private industry, membership organizations and others to educate all consumers so that they understand the DTV transition. The future of free-over-the air television depends upon a smooth transition to digital with minimum disruption to TV consumers.

The broadcast industry has embarked on an unparalleled and unprecedented consumer education campaign. This multifaceted education campaign uses every available tool to ensure no American is left unprepared when the switch to digital occurs. As required by the *DTV Consumer Education Order*,³ we hereby file our third quarterly report.

¹ NAB is a nonprofit trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission, the Courts and other federal agencies.

² MSTV is a nonprofit trade association of local broadcast television stations committed to achieving and maintaining the highest technical quality of the local broadcast system.

³ See *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, *Report and Order* at ¶ 50 (rel. March 3, 2008).

As detailed below, no avenue to reach consumers will be left unexplored as we reach out to all demographics, all geographical areas, urban and rural communities, the young and the old.

NAB and Industry Efforts

DTV Action Spots

NAB has produced 14 DTV Action television spots in multiple versions, which we have distributed via satellite to all NAB member and non-member stations. The first two spots, "Get the Facts" and "Revolution," promote general awareness of the DTV transition and urge viewers to get more information from the www.DTVAnswers.com Web site. Another spot promotes NAB's DTV Road Show. Two spots, "The Future is Here" and "Just a Box," promote converter boxes as an option for consumers to make the upgrade to digital, the government's \$40 coupon, and direct viewers to www.DTV2009.gov and 1-888-DTV-2009 for more information. The "Digital is in the Air" spot reminds viewers that digital TV is available now, and retired TV personality Bob Barker is featured in another spot communicating to viewers who are affected by the DTV transition. One animated spot and three new spots, entitled "Ask Mr. Television," promote the benefits of digital. And our two newest spots, "Antenna Highway" and "Not Technically Minded," educate viewers about the need to have the best antenna and direct viewers to the FCC's toll-free number and www.antennaweb.org, an online resource that helps consumers select appropriate outdoor antennas. (The Web site is being translated into Spanish.) Spanish versions are available for all DTV Action spots, with the exception of the Bob Barker spot. NAB is currently producing three additional spots to be distributed this winter, urging viewers to help their friends and family make the upgrade, take action ahead of the deadline and rescan their TV sets after the transition. DTV "countdown" spots produced for the Wilmington test will also be adapted for a national audience. NAB has also produced DTV spots featuring top television personalities, including Tyra Banks, Judge Greg Mathis, Ellen DeGeneres, Judge Marilyn Milian of "People's Court," Mario Lopez of "Extra," Judge Jeanine Pirro, Howie Mandel of "Deal Or No Deal," Christopher Knight of "Trivial Pursuit," Jerry Springer and Steve Wilkos of "The Steve Wilkos Show."

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. These spots were distributed to stations in mid-April.

TV Station Tools

NAB has created a full graphics package for stations to help communicate the DTV transition in newscasts and spots. The package contains video of converter box installations, graphics of DTV equipment and interviews with federal officials, including U.S. Secretary of Commerce Carlos Gutierrez and 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.

30-Minute Educational Program

On March 10, 2008, NAB produced and distributed a 30-minute educational program, "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.

DTV Speakers Bureau

Working with local TV stations and state broadcaster associations across the country, NAB created the DTV Speakers Bureau to organize at least 8,000 speaking engagements about DTV at local community events across the country before February 17, 2009. The DTV Speakers Bureau is made up of local TV station broadcasters, general managers, engineers and state broadcast association leaders, among others. At least 1,707 speaking engagements are pending with 4,059 completed with an average audience size of 125 attendees. In September, NAB launched a new 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. For more information, or to register a speaker at a local event, groups can visit www.DTVSpeak.com. Additionally, NAB staff members have keynoted multiple conferences with speeches on the DTV transition issue, from London, England, to Little Rock, Ark., to Las Vegas, Nev.

DTV Road Show

A major grassroots marketing initiative, the DTV Road Show aims to increase consumer awareness of the February 17, 2009 transition in targeted areas with high percentages of broadcast-only households. The road show includes two DTV Trekkers – moving trucks designed to resemble giant television sets – that are crisscrossing the country until transition day in 2009. 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 logged 58,744 miles and visited 334 locations to date, and will travel 95,000 miles and visit 600 locations nationwide by February 2009. To learn more about the DTV Road Show, visit www.DTVRoadShow.com.

Between July 1 and September 30, the DTV Road Show visited the following cities:

Albuquerque, NM
Baltimore, MD
Bangor, ME
Brooklyn, NY
Burgaw, NC

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Burlington, VT
Columbus, OH
Comstock Park, MI
Cumberland, ME
Dallas, TX
Davenport, IA
Des Moines, IA
Dubuque, IA
Elizabethtown, NC
Fairlea, WV
Goshen, IN
Hutchinson, KS
Kalamazoo, MI
Leland, NC
London, OH
Madison, WI
Maplewood, MN
Marquette, MI
Monticello, IA
Morgantown, WV
Shallotte, NC
Sioux City, IA
St. Charles, MN
St. Paul, MN
Superior, WI
Timonium, MD
West Allis, WI
Whiteville, NC
Wilmington, NC

Earned Media

NAB's DTV transition team has two full-time media relations staff members 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 going. NAB's earned 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 10,780 news articles about the transition and participated in more than 120 radio interviews, 17 of which were in Spanish.

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 DTV transition information in more than 60 languages, including a Braille version upon request, at www.dtvanswers.com/dtv_languages.html. 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 nearly three million visits since its launch and averages about 8,000 visits per day.

LPTVAnswers.com Web site

To help consumers who wish to continue watching programming from local low-power TV stations after the February 17, 2009 transition to digital, NAB launched www.LPTVAnswers.com, which provides comprehensive information about 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 now offers a new feature, which allows viewers to type in their zip codes to find low-power TV stations broadcasting in their areas.

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. In May, NAB mailed a DTV Toolkit to 449 tribal leaders in the United States. In June, we provided toolkits to 1,113 Meals on Wheels state chapter heads. The DTV Toolkit contains: a PowerPoint presentation on the DTV 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. NAB also created electronic toolkits for the National Low Income Housing Coalition and elected officials, which was sent to about 7,000 state legislators, mayors, and county commissioners.

Live DTV Webcast for Congressional Staff

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.

National Black Church Initiative

In late 2007, NAB began collaborating with the National Black Church Initiative (NBCI) to educate Washington, D.C. residents about the digital television transition. The NAB/NBCI initiative has been implemented nationwide to help those most affected by the DTV transition learn how to prepare for the switch to digital television. The initiative will reach nearly eight million congregants in churches across more than 40 cities, including Atlanta, Miami, Philadelphia, Detroit, Chicago and Dallas. Congregants will receive educational literature about the DTV transition and converter box coupon program, as well as assistance with applying for the converter box coupons.

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.

Spanish Town Hall Initiative

In partnership with the Spanish-language television network Univision, NAB is conducting a series of town hall forums to raise awareness among Hispanics in America about the upcoming DTV transition. The hour-long televised town halls have drawn large audiences of primarily Spanish speakers in some of the nation's largest Spanish-language markets. The series was built on the success of a December 2007 town hall in Chicago, which drew more than 700 people. So far, NAB has completed 16 town hall engagements in the following cities:

Chicago: 12/8/07

San Francisco: 4/26/08

Austin: 5/16/08

Dallas: 5/17/08

San Francisco: 5/17/08

Sacramento: 5/31/08

Fresno: 6/5/08

Phoenix: 6/7/08

Houston: 6/7/08

Bakersfield: 6/8/08

New York: 6/21/08

San Antonio: 7/17/08

Miami: 7/24/08

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Chicago: 7/26/08

New York: 8/23/08

Los Angeles: 9/6/08

DTV Transition Coalition

In February 2007, NAB helped found the DTV Transition Coalition. 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. The FCC has actively participated in the coalition. As part of the coalition, groups agree to distribute DTV-related materials to their members. To date, at least 100 of the 241 members have sent DTV materials to their members. In May 2008, the DTV Transition Coalition sent DTV packets to every state public utility commission. Monthly coalition meetings also serve as a national forum on the DTV transition. An updated list of coalition members is attached. To learn more, visit www.dtvtransition.org.

Radio Spots

NAB has produced and distributed DTV radio spots in 15-, 30- and 60-second versions in both English and Spanish. Sample scripts have also been provided to stations that are interested in producing their own spots. The spots have been distributed to NAB member radio stations across the country and are downloadable at www.dtvanswers.com/radiospots. NAB also helped distribute FCC radio spots to its member radio stations across the country.

DTV Advertising Coalition

In July, 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.

Survey Research

NAB has dedicated significant financial resources toward consumer research. In January 2008, NAB commissioned a nationwide poll that found more than 83 percent of broadcast-only households are aware that the DTV transition is underway. NAB also undertook a massive 50-state research project to measure consumer awareness in all 50 states, the results of which were released publicly the first week of July 2008 (see attached press releases).

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 European nations – some of which have

already transitioned to digital – are running their digital transition campaigns. In January, an NAB staff member keynoted an international conference on DTV transition strategies. NAB has also invited officials from those countries and others, including Austria and Singapore, to discuss DTV deployment issues with American television broadcasters. The CEO of the United Kingdom's DTV transition campaign met with NAB staff and our coalition partners last year. NAB has also met with officials from India, Australia and Japan about the transition to DTV.

Facilitation of Coordinated Analog Shut-Off Tests and FCC Commissioner Visits

NAB, in cooperation with state broadcaster associations, has also facilitated coordination among broadcasters in local markets who are conducting over-the-air analog “shut-off” tests. During these tests, participating broadcasters in a given market temporarily replace their analog signals with a message informing viewers that if they can see the image, they need to upgrade that set by February 17, 2009, to continue watching television and directing them to Web sites and/or hotlines for more information.

NAB is also working with the FCC to help facilitate analog shut-off tests and media events, as the FCC's commissioners and senior staff visit more than 80 markets with high concentrations of viewers most affected by the DTV transition. NAB staff are working with executives from numerous state broadcast associations to fully leverage the commissioners' events.

As demonstrated above, NAB has been driving the message of the digital transition across numerous consumer media touchpoints. The combined elements of the DTV campaign will reach nearly all television viewers and generate 132 billion audience impressions⁴ during the course of the campaign, which will run through February 17, 2009. By engaging consumers via television, the news media, online, through outdoor advertising efforts and direct grassroots events, the message will be seeded and communicated much more effectively than through television advertising alone.

NAB Joined Forces with FCC to Help Prepare Viewers in the DTV Test Market of Wilmington, North Carolina

Broadcasters understand that policymakers share our concern about the upcoming transition. For that reason, we have consistently made clear that ours is a commitment with accountability. Our education approach has been aggressive and comprehensive. It also has included an element of flexibility necessary to ensure effectiveness. A good

⁴ Impressions: The number of times an advertising schedule is seen over time. The number of gross impressions may exceed the size of the population since audience members may be duplicated. Webster, James G., Phalen, Patricia F. and Lichty, Lawrence W. (2000), Ratings Analysis The Theory and Practice of Audience Research (2nd ed.) Mahwah, NJ: Lawrence Erlbaum Associates.

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example of the accountability, effectiveness and flexibility of our approach was our collaborative effort on the early transition to digital in the Wilmington, N.C.

At noon on September 8, 2008, Wilmington, North Carolina, became the first television market in the country to switch to all-digital broadcasting. Five commercial stations in Wilmington agreed to turn off their analog signals several months ahead of the national transition to DTV. The FCC announced in May that this early test would help the agency minimize potential burdens for viewers and maximize their ability to benefit from the switch to DTV. On the heels of the FCC's announcement, NAB launched equally vigorous efforts in Wilmington aimed at helping area residents, local broadcasters, retailers and government agencies navigate the early digital switchover.

With Wilmington broadcasters at the helm of this experiment, NAB worked to ensure that efforts among the local stations were as effective as possible. NAB collaborated closely with the North Carolina Association of Broadcasters and met individually with all of the participating stations in the Wilmington market, as well as public television station WUNC-TV, to discuss how to best coordinate efforts during the experiment. NAB also initiated a weekly conference call with the local stations, which served as a regular forum for communication and planning purposes.

Besides working with broadcasters, NAB urged electronics manufacturers and retailers to be prepared for an early transition in Wilmington. Some of our recommendations included stocking store shelves with analog pass-through converter boxes and antennas and educating sales staff to accurately address consumer questions. In anticipation of a heightened demand for converter box coupons, NAB also urged the federal government to prioritize applications from the Wilmington market and improve coordination among the relevant agencies in communications to consumers. We alerted property management companies overseeing thousands of vacation homes and rental properties in Wilmington, many of which had to be upgraded by September.

Early research in Wilmington revealed significant viewer confusion about the early switch date, and 62 percent of antenna users reported receiving some television programming from stations outside of the DMA, which meant they would be subject to viewing public service announcements proclaiming two different transition dates. As a result, NAB devoted significant resources and expertise toward raising consumer awareness. A week after the test was announced, NAB commissioned the first survey of Wilmington-area residents to gauge consumer awareness of the DTV transition nationally and locally. While 89 percent of Wilmington-area residents reported being aware of the television industry's switch to digital broadcasting, the survey showed there was still confusion about the date. The findings were released in June and covered widely by print and broadcast reporters.

NAB also purchased www.dtvwilmington.com, an easy-to-remember Web address that links to the FCC site, which local broadcasters used to link to DTV information. Additionally, we produced Wilmington versions of our DTV action spots alerting

residents to the new deadline and actions they must take to prepare for the switch to DTV. The spots, which were distributed in July and August, counted down the days until the September 8 switch.

As members of NAB's DTV Speakers Bureau, eight speakers from Wilmington stations educated local citizens about DTV at local venues. The bureau is made up of more than 1,100 television station representatives from across the country, who have volunteered to give presentations to civic groups and other organizations interested in learning about the DTV transition. NAB organized a robust schedule of DTV Speakers Bureau events in Wilmington and its surrounding counties. Among other events, these speakers were joined by the FCC and industry retailers at a DTV expo hosted by WECT-TV at the Coastline Convention Center in downtown Wilmington on August 28.

Much like NAB's national campaign, the efforts in Wilmington included targeted outreach to populations disproportionately affected by the transition, such as minorities and seniors. About 1,750 African-American churches in Wilmington and across North Carolina helped to educate their congregants on DTV as part of our joint education campaign with the National Black Church Initiative. Churches distributed informational DTV literature and trained volunteers to help elderly and disabled members fill out coupon applications and install converter boxes.

Additionally, NAB accelerated production of its "countdown" public service announcements and made them available to Wilmington stations with a September 8 date. NAB also produced a Wilmington version of our Bob Barker DTV Action spot for local stations, and adapted one of our national spots promoting the coupon program with the September 8 transition date.

In the final weeks leading up to the September transition, NAB also sent its DTV Road Show to Wilmington. Highly visible and interactive, one of our DTV Trekker trucks canvassed the five affected counties in the Wilmington market to make sure area residents were informed about the September 8 transition. NAB also ran print, radio and television ads to publicize the events, and helped coordinate and distribute targeted direct mail within the DMA.

The results of the test show clearly that the collective efforts of Wilmington television stations, the FCC, and NAB were a great success. Out of the 1,502 calls received by the FCC on September 8-10, only 84 were from viewers who were unaware of the switch to digital. These numbers are supported by an NAB survey taken two weeks prior to the transition date, which found consumer awareness at 97 percent and 83 percent of respondents having seen messages about the transition on television. It appears that very few Wilmington viewers lost reception due to a lack of information about the early transition to digital in the Wilmington market.

Additionally, about 50 percent of over-the-air viewers reported having seen one of the two analog shut-off tests performed by the Wilmington stations; the first on August 18

and the second on September 2. Analog shut-off tests will be a key strategy for stations to test the technical aspects of the DTV transition, but also to use as a tool for increasing viewer awareness.

A large number of callers to the FCC reported having trouble either connecting or setting up their converter boxes. NAB's survey found that among those who purchased a converter box, 75 percent had no problem and 25 percent had an initial problem. Of those with an initial problem, 14 percent were able to resolve the problem, while 11 percent could not resolve it.

MSTV

MSTV is committed to educating consumers as well as industry participants about the digital transition. Consistent with our mission, MSTV focuses on the technical aspects of the transition. MSTV is actively involved in the DTV Transition Coalition and serves as a member of the steering committee. In this capacity, MSTV provides technical information and outreach to members of the coalition. We have participated on numerous panels and programs reaching out to these groups and consumers.

MSTV accelerated its technical outreach efforts during the third quarter of 2008 and continues to work with all segments of the industry to facilitate a smooth DTV transition. In September we hosted an all industry DTV meeting during our annual conference. These meetings brought together all industry groups including TV set manufacturers, tower companies, broadcasters, consumer groups, antenna manufacturers, NTIA and the FCC.

MSTV continues to work with NCTA, ACA, SCTE and NCTC to facilitate technical coordination between the broadcast and cable industries. Earlier this year, we published a Broadcast/Cable Reference Handbook and Technical Check list. This important reference source is used by both industries in their technical discussions. All major broadcast and cable operators endorsed this handbook. We co-hosted three national webinars to address questions from both industries. MSTV continues its active outreach program co-hosting joint broadcast and cable meetings throughout the country including Texas, West Virginia, Iowa, Washington State, and Oregon. We hold weekly conference calls with the cable industry to coordinate our efforts.

MSTV has also worked with the satellite industry to help facilitate the transition. We hosted a national webcast in July. We send out periodic notices to the industry regarding satellite coordination and provide updated coordination schedules on our Web site.

ABC and ABC News Now

ABC is committed to informing viewers of the upcoming transition to digital television. ABC is a member of NAB and supports NAB's consumer education campaign. The education efforts summarized below are separate from, and in addition to, the contributions of the ABC owned stations, which are set forth in each station's Form 388.

From July 1, 2008 to September 30, 2008, ABC Television Network ran approximately 40 on-air spots during 5:00 a.m. to 1:00 a.m. and ran approximately 78 crawls, snipes and tickers. ABC News Now is also running DTV spots.

In addition to on-air spots, ABC has reached out to its viewers through other initiatives. Information about the DTV transition has been communicated to ABC viewers via Audience Information. Persons who submit feedback to ABC through the Web site www.ABC.com receive a response that includes information about the transition (date, what to do, etc.). And for those who call ABC's Audience Information line, they hear basic information at the beginning of the recording and are prompted to press a digit to hear more information. ABC.com also has a DTV Frequently Asked Questions and DTV spots section.

Finally, ABC's high definition (HD) programming also encourages consumers to make the switch to digital. ABC airs all scripted series (dramas and comedies) in HD. In addition, the following also air in HD: *Dancing with the Stars*, *The View*, *Good Morning America*, *This Week*, periodic news specials, select sports programs and most awards shows.

NBC and Telemundo Television Networks

The NBC and Telemundo Television Networks, as participants in DTV.gov Transition Partners and members of the NAB, are committed to informing viewers of the upcoming transition to digital television and support the NAB's consumer education campaign. Additional efforts undertaken by the NBC and Telemundo owned and operated stations are set forth in each station's Form 388.

NBC

The NBC Television Network is providing a total of one minute of DTV Public Service Announcements (PSAs) per week, 25 percent of which air in the extended prime time period defined by the FCC's DTV consumer education rules. A fresh set of DTV Education PSAs is running on the network in various lengths and these same new educational spots have been supplied to all NBC stations. The NBC Television Network has provided the necessary graphics capability and has expanded the use of a key primetime snipe avail to include a DTV consumer education message. The network also has expanded the use of the local news crawls in the *Today Show* so that affiliates can add a DTV consumer education message. Affiliates have access to a special section of

nbcaffiliatemarketing.com where they can share creative elements and exchange ideas about consumer education with other NBC affiliates across the country. An additional section has been added that provides post-assessment, best practices and lessons learned information from the completed digital transition in the Wilmington, NC market. NBC.com is creating a special page that includes DTV transition education information as well as links to established FCC and NAB sites. NBC's Local Media Division has produced another 30-minute informational program for the third quarter, to help viewers prepare for the conversion from analog to digital television. This program has been fed numerous times to all NBC affiliates to use on their own air.

On September 26, 2008, NBC's flagship O&O station, WNBC, New York, NY, hosted the FCC's public town hall meeting on the DTV transition conducted by Commissioner Jonathan Adelstein at St. Francis College in Brooklyn. This town hall meeting was part of the FCC's nationwide outreach and education tour to cities with the highest percentages of over-the-air viewers described above. WNBC meteorologist Janice Huff, who also appears on the Sunday "Today" show, introduced Commissioner Adelstein at the town hall meeting and commended him for his work on the DTV transition. Fact sheets on the DTV transition in English and Spanish prepared by NTIA and customized with WNBC's logo were made available at the event. The station also reported on the town hall meeting in its 11:00 p.m. newscast. Earlier in the day, WNBC anchor David Ushery conducted an in-depth interview of Commissioner Adelstein on a variety of issues relating to the digital transition. (Mr. Ushery also anchored a 30-minute educational program on the DTV transition produced and aired by WNBC.) Mr. Ushery's interview of Commissioner Adelstein, which was broadcast during WNBC's 7:00 p.m. New York Nightly News program and posted on the station's website, addressed such important issues as reaching out to vulnerable segments of the population, including the elderly, the disabled, non-English-speakers, and minority groups. Commissioner Adelstein urged viewers to take action now to make sure they will be able to receive television signals on February 18, 2009, and not to wait until the last minute. Every hour on the hour during that afternoon, WNBC aired "teasers" about Commissioner Adelstein's interview and the town hall meeting during the station's news cut-ins. The interview may be found on WNBC's website at the following URL: <http://video.wnbc.com/player/?id=0#videoid=701283> (search Adelstein).

NBC's O&O stations also will be participating in a number of soft "shut-offs" (described above) in such major markets as New York, Los Angeles, Chicago, Philadelphia, San Francisco, and Washington, D.C., among others.

Telemundo

The Telemundo Network is committed to using a variety of resources to educate its Spanish-speaking viewers about the digital transition. On February 17, 2008 – one year before the official transition date and more than a month before the effective date of the FCC's new consumer education rules – the Telemundo Network launched its DTV consumer education campaign, entitled "Alerta Digital." On-air Telemundo personality Natalia Villaveces, who is the host and producer of "Nitido," Telemundo's weekend

music and entertainment program, is the spokesperson for the campaign. In the third quarter of 2008, the Telemundo Network presented a segment addressing the digital transition on its newest morning show, *Levantate*, which airs Monday through Friday, 7:00 a.m.-9:00 a.m. The segment specifically addressed the NTIA coupon program and encouraged viewers to request and redeem coupons.

The campaign also includes a dedicated page on Yahoo! Telemundo (www.yahootelemundo.com/AlertaDigital), which provides detailed information about the digital transition, including information about the converter box coupon program and a section where consumers can post questions and obtain expert answers. Telemundo stations with Web sites also provide links to this site, and Telemundo has registered speakers for the NAB's DTV Speakers Bureau.

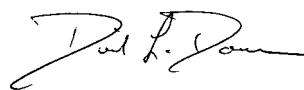
Telemundo is providing to its owned and operated and affiliated stations five 30-second DTV consumer education PSAs per day as part of the network programming, including one PSA in the extended prime time period defined by the FCC's DTV consumer education rules. One of these PSAs promotes the government's converter box coupon program and another addresses the various options available to consumers to ensure they continue to receive television service after the transition. Telemundo also is providing 16 DTV consumer education snipes per week, including four (25 percent) in extended prime time.

During the month of September, Telemundo rolled out a comprehensive grass roots campaign promoting the DTV Transition and Alerta Digital. Materials and consumer information were distributed at grass roots events in nine different cities across the country. The materials distributed at these events included magnets, posters and t-shirts promoting the NTIA coupon program. These events celebrated the independence of various Latin American countries and attracted hundreds of thousand of people. In Los Angeles alone, Telemundo touched and interacted with nearly 200,000 people.

Sincerely,



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cc: Cathy Seidel
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Monica Desai
Lyle Elder
Eloise Gore
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Coalition members as of October 1, 2008

AARP
Advanced Television Systems Committee
Affinity Marketing
Alabama Broadcasters Association
Alaska Broadcasters Association
Alliance for Public Technology
Alliance for Rural Television (ART)
Alliance
American Association of People with Disabilities (AAPD)
American Cable Association (ACA)
American Legislative Exchange Council (ALEC)
American Library Association (ALA)
Archway Marketing Services
Arizona - New Mexico Cable Communications Association
Arizona Broadcasters Association
Arkansas Broadcasters Association
Arland Communications, Inc
Asian American Justice Center
Association for Maximum Service Television, Inc. (MSTV)
Association of Cable Communicators
Association of Public Television Stations (APTS)
Audio Quest
Bay Creek Communications
Best Buy
Black Leadership Forum Inc.
Broadband Cable Association of Pennsylvania (BCAP)
Broadcast Education Association
Broadband Solutions and Testing, Inc
Broadcom
Cable and Telecommunications Association for Marketing (CTAM)
Cable Telecommunications Association of New York, Inc.
Cable Television Association of Georgia
California Broadcasters Association
Call For Action
Care2
CENTRIS
Cision
Circuit City
Cisco Systems, Inc.
CNET
Coalition for Independent Ratings Services
Colorado Broadcasters Association
Communications Workers of America
Community Broadcasters Association
Congressional Black Caucus
Congressional Hispanic Caucus
Connecticut Broadcasters Association
Consumer Action
Consumer Electronic Retailers Coalition (CERC)
Consumer Electronics Association (CEA)
Consumers for Competitive Choice
Convertmy.tv
Corporation for National and Community Service
Corporation for Public Broadcasting
Councilmember Mary Cheh's Office
Cox Communications
Crosby Volmer International
Custom Electronic Design & Installation Association (CEDIA)
DIRECTV
Disaboom
Disney
District of Columbia Office of Cable Television
DITEC
EchoStar Satellite LLC
Edison Group
Effros Communications
Electronic Industries Alliance (EIA)
Entertainment Industries Council, Inc. (EIC)
Entertainment Publicists Professional Society
Esperanza
Family, Career and Community Leaders of America, Inc. (FCCLA)
Federal Citizens Information Center
Federal Communications Commission
Florida Association of Broadcasters
Future Farmers of America
Georgia Association of Broadcasters
Goodwill Industries International
Greater New Orleans Broadcasters Association (GNOBA)
Hawaii Association of Broadcasters
Heat Surge, LLC
High Tech DTV Coalition
Home Theater Specialists of America (HTSA)
Homes.org
IBM
Idaho State Broadcasters Association
Illinois Broadcasters Association
Indiana Broadcasters Association
Information Technology Industry Council (ITIC)
Institute of Real Estate Management
ION
Iowa Broadcasters Association
Iowa Cable & Telecommunications Association, Inc.
Isis Video and Editing Services
KA6UTC
Kansas Association of Broadcasters
KCET
Kentucky Broadcasters Association
KGTV
Kinsella/Novak Communications, LLC



Coalition members as of October 1, 2008

K Mart
KTSF
Latinos in Information Sciences and Technology Association
Latino Literacy Now
Leadership Conference on Civil Rights (LCCR)
League of United Latin American Citizens
LG Electronics
Louisiana Association of Broadcasters
Louisiana Cable & Telecommunications Association
Maine Association of Broadcasters
Maryland/D.C./Delaware Broadcasters Association
Massachusetts Broadcasters Association
Meals on Wheels Association of America (MOWAA)
Media Freedom Project
MediaTides LLC
Metropolitan Washington Council of Governments
Mexican American Opportunity Foundation
Michigan Association of Broadcasters
Microtune
Minnesota Broadcasters Association
Minority Media Telecommunications Council
Mississippi Association of Broadcasters
Missouri Broadcasters Association
Mitsubishi Digital Electronics
Mobile Media Enterprises
Montana Broadcasters Association
NAACP
National Alliance of State Broadcast Associations (NASBA)
National Asian Pacific Center on Aging
National Association of Area Agencies on Aging
National Association of Black Journalists (NABJ)
National Association of Black Owned Journalists
National Association of Broadcasters (NAB)
National Association of Consumer Agency Administrators (NACAA)
National Association of Counties (NACo)
National Association of Hispanic Journalists
National Association of Latino Elected Officials
National Association of Latino Independent Producers
National Association of Manufacturers (NAM)
National Association of Neighborhoods
National Association of Regulatory Utility Commissioners
National Association of Residential Property Managers (NARPM)
National Association of Telecommunications and Advisors (NATOA)
National Black Church Initiative
National Cable & Telecommunications Association (NCTA)
National Coalition of Black Civic Participation
National Consumer's League
National Consumer Voice for Quality Long-Term Care (NCCNHR)
National Council of LaRaza
National Education Association
National Fair Housing Alliance
National Grange
National Grocers Association (NGA)
National Hispanic Media Coalition
National Newspaper Publishers Association News Service
National Organization of Black County Officials
National Organization for Youth Safety
National Religious Broadcasters (NRB)
National Urban League (NUL)
Native American Journalists Association
Navigant Consulting, Inc.
National Council on Aging
Nebraska Broadcasters Association
Nevada Broadcasters Association
New Hampshire Association of Broadcasters
New Jersey Broadcasters Association
New Mexico Broadcasters Association
New Tang Dynasty Television
New York State Broadcasters Association
Nielsen Company
North American Retail Dealers Association (NARDA)
North Carolina Association of Broadcasters
North Dakota Broadcasters Association
Northern Virginia Resource Center for Deaf and Hard of Hearing Persons
Ohio Association of Broadcasters
Ohio Cable Telecommunications Association (Stoddard)
Oklahoma Association of Broadcasters
Oregon Association of Broadcasters
Panasonic Corporation of North America
PCIA -- The Wireless Infrastructure Association
Pennsylvania Association of Broadcasters
Philips Consumer Electronics
Piedmont Triad Council of Governments
Plasma Display Coalition
Public Broadcasting Service (PBS)
Public Cable Television Authority
Qualcomm
RADD
RadioShack
Rainbow PUSH Coalition
Raycom Communications
RCA/Audio Video
Retail Industry Leaders Association
Retirement Living TV
Rhode Island Broadcasters Association



Coalition members as of October 1, 2008

Rural Coalition
Samsung Electronics
Sanyo Fisher
Sanyo Manufacturing Corporation
Satellite Broadcasting and Communications Association (SBCA)
Sears
SendTech, Inc
Signals Unlimited
Society of Motion Picture & Television Engineers
South Carolina Broadcasters Association
South Dakota Broadcasters Association
South Dakota Public Broadcasting
Southern Growth Policies Board
Special Olympics
Target
Telecommunications Industry Association (TIA)
Tennessee Association of Broadcasters
Terrestrial Digital
Texas Association of Broadcasters
Texas Cable & Telecommunications Association
Texas Instruments
Texas Metro Data & Marketing
THAT Corp.
Thomson
TitanTV Media
U.S. Chamber of Commerce
United Front Media
Universal Remote Control
Utah Broadcasters Association
Verizon
Vermont Association of Broadcasters
Virginia Association of Broadcasters
Voices of September 11th
Wal-Mart
Washington State Association of Broadcasters
Washington Urban League
WBAL
WHUT
Wineguard Company
Wisconsin Broadcasters Association
Wisconsin Cable Communications Association