

**Are you ready for February 17, 2009?****Virginia Broadcasters to educate senior citizens about the switch to Digital Television**

On February 17, 2009, all television stations across the country will complete the transition from analog to digital television (DTV). It is important to know how this transition will affect your members and what steps you can take to ensure that everyone is prepared to receive a digital broadcast signal when the transition occurs.

From the mountains to the coast and everywhere in between, local broadcasters across the Commonwealth of Virginia will be speaking to community members about how to best prepare for the switch to digital television. These broadcasters are playing an integral role in the National Association of Broadcasters (NAB) DTV Speakers Bureau. Broadcasters are particularly concerned about the senior citizens in their communities and are dedicated to ensuring they receive the most accurate information regarding the DTV transition.

If you would like to have a local broadcaster in your community to educate your members about the DTV transition, please contact Dan Woodley at (202) 232-6648 or [dwoodley@crosbyvolmer.com](mailto:dwoodley@crosbyvolmer.com). To learn more about the DTV transition, please visit [www.dtvanswers.com](http://www.dtvanswers.com).

You may be wondering why our nation is making the switch from analog to digital. The switch was mandated by Congress in 2005 and there are many benefits to DTV. Not only is it a more flexible and efficient means of broadcasting, but it provides dramatically clearer pictures, more channels and better sound quality.

The digital transition will affect more than 34 million households across the country! In Virginia, approximately 300,000 households receive their television through an analog signal. Only those television sets with built-in digital tuners or those that are connected to cable or satellite will not be affected, and will continue to receive programming after February 17, 2009. All other televisions receiving free local broadcasting will go static on this date.

There are three ways to ensure that your television will receive the digital signal. One option is to purchase a converter box to plug into your existing analog set. The converter box will allow for continued free television reception and is available for purchase in most electronic retail stores. Each eligible household is now able to receive two federally issued coupons, valued at \$40 each to be used towards the purchase of a converter box. For more information on the voucher program, please visit the National Telecommunications and Information Administration's website: [www.ntia.doc.gov](http://www.ntia.doc.gov). You may also call the NTIA's hotline, 1-888-DTV-2009 to apply over the phone to receive coupons.

Other options include subscribing to cable, satellite or a telephone company service provider, or purchasing a new television set with a built-in digital tuner.

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