PICTURE THIS: FACES OF THE DIGITAL TELEVISION TRANSITION

A Resource for the Entertainment Creative Community and News Media Writers

*Picture This* is a guide to the key issues within the realm of the digital television (DTV) transition as identified by communications experts, advocates, policy-makers and others working to improve public awareness about the forthcoming DTV transition and how it may affect people’s lives.

*Picture This: Faces of the DTV Transition* is part a project of the Entertainment and Media Communication Institute, a division of the Entertainment Industries Council, Inc. The DTV Depiction Project is a consumer awareness campaign coordinated in partnership with the National Association of Broadcasters.

www.eiconline.org

www.nab.org

www.dtvanswers.com
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What the Panelists Say...

Diana C. Diaz—Univision Communications Director of Corporate & Consumer Education Campaign

"In California alone, 1.9 million households are Spanish-speaking. Hispanic households are at a great, great risk of not having the tools available to them." Diaz detailed Univision's campaign, which launched in September 2007, to let people know about the transition. She said PSAs began to air on October 1st, and in December, coupon awareness began with a half-hour special on DTV and the history of television. In January, Univision informed viewers that now is the time to get the coupon and she said on March 22, 2008, the second DTV awareness special will begin to air, focusing on coupons and how to acquire and install converter boxes.

Kelly Goode—Development Executive

"This is going to be an ongoing dialogue between the people in this room and creative professionals. Let us know what we need to get the word out about it."

John Schneider—Actor

"My 75-year-old mother, for one, has no idea this is going to happen. She'll grab some tinfoil and see if it will help. Those are the folks we're talking about. As long as nothing happens on the 17th of February next year, perhaps people will figure it out. But if there's a wildfire—what happens? People are not going to get the information they need. This is going to affect people's lives drastically."

Margaret Tobey—NBC Universal Vice President of Regulatory Affairs

“Stations are spending billions of dollars currently to send out both digital and analog TV signals in preparation for the transition. Once the transition happens, both money and electricity will be saved. This phase of the transition is consumer education. There's also a great need to focus on Spanish-speaking and other special needs viewers, who are among those at the greatest risk of not getting the message."
Michael Winship—WGA, East President and Television Writer and Producer

“Working together with such a diverse set of interest groups, our writers can play an important role, reaching audiences with news of the digital transition. We have to take the right steps in communicating information about the DTV transition to the public. These include: 1) Inform the public that a change will occur on February 17, 2009; 2) Tell people what they need to do to make sure they'll have a TV signal on and after the transition; 3) Tell people how to get the coupon; 4) Tell people where they can buy a converter box; and 5) Tell people where to go for more information.”

Mark Wolper—Executive Producer

“Entertainment plays a huge role in communicating this information to the public. It's better to give 50-60% of information if it's entertaining than 100% if it's boring. We need to make people aware that the advantages of transitioning to DTV are great—better availability of public service information, better picture and sound quality.”
Special Message to Entertainment and News Writers

Dear Reader,

As technology changes so changes the world. The transition from analog to digital television is a landmark accomplishment that in the long run will benefit all television viewers. The technological advances we will experience do bring about change and the necessity to adapt to change. That is why we need the help of the creative community and news writers to assist with communication of the changes and steps required to best adapt.

This publication is designed to provide resource information that ideally will be shared with television audiences by taking creative license to tell stories about the DTV technological advances. As news writers, we encourage you to help put the word out that set top boxes, cable or satellite service, may be in order for receiving reception as of February 17, 2009. Your help to communicate to the public is appreciated.

I would like to thank all of the participants in the PICTURE THIS: DTV Forum. Your concern to reach populations at risk of not hearing about or understanding the DTV Transition is commendable. Please feel free to utilize any of the content of this publication on your websites or in direct communication to your members or constituents.

Again to the entertainment creative community, “have at it”, communicating about DTV to viewers is a creative challenge for the most worthy of entertainment scribes, directors and talent. I encourage you to use your craft to get the message out! In advance, thank you.

Creating the art of making a difference,

Brian Dyak
President and CEO, EIC
Executive Producer, PRISM Awards
What Exactly is the DTV Transition?

On February 17, 2009, full-power television stations nationwide will cease transmitting analog signals, affecting approximately 20 million households that only receive over-the-air broadcast signals. In order to avoid losing television signals, these viewers must either purchase a converter box for their existing analog TV set, upgrade to a new digital TV set, or subscribe to a pay television service such as cable or satellite.

While the DTV transition may seem like a cut-and-dried issue to some, the fact is that a lot of people either may not be aware of the impending transition, or may not know what to do about it—people like John Schneider’s 75-year-old mother who, John worries, won’t receive a TV signal when the transition happens and who could miss out on important safety information. For network television, the transition could also mean millions of viewers disappearing, literally overnight.

What are EIC and NAB Doing about It?

The Entertainment Industries Council, Inc. (EIC) and the National Association of Broadcasters (NAB) gathered the nation’s leading consumer and grassroots organizations most affected by the DTV transition. The forum also included entertainment industry representatives to develop ways the industry can help to communicate the digital television (DTV) transition to the American public by using television content and programming. The event, "Picture This: DTV and the Faces of Transition," held at NAB headquarters, included more than 30 key organizations committed to getting the message out to their constituencies of millions of television viewers.

EIC is pleased to have been tapped by NAB to be a part of the coalition that is working on this transition, bringing the influence of the creative community to bear so that those most affected—older Americans, low-income and people of color, rural residents, tribal communities and people with disabilities—do not lose one of their most important access points to information.

Working Together to Make a Difference

NAB is spearheading an aggressive and thorough national outreach effort to ensure that no one is left unprepared when the federally mandated transition from analog to digital television broadcasting occurs.
Michael Winship, President of the Writers Guild of America, East, suggested creating PSAs and online viral videos to get people talking about the transition. He pledged to encourage WGA members—especially news writers—to communicate the DTV transition to the public. EIC will partner with WGA in 2008 to present briefings specifically for Writers Guild of America, East members, to encourage ongoing communication of the DTV transition to viewers.

Following the industry panel, panelists worked with constituency group representatives in attendance to develop suggestions for ways that entertainment television can deliver the message to viewers through storylines on TV shows.

“Friends Don’t Let Friends Watch Snow”

The hardest-to-reach populations are at the greatest risk of not knowing about or not knowing what to do about the transition. Without increased awareness efforts, millions of people could potentially wake up to find only static, or "snow," on their TV screens. If a major hazardous event occurs in any given area, this could be problematic; it also could be negative to the television industry itself, which could temporarily lose millions of viewers.

According to John Schneider, the message is pretty simple: "Friends don't let friends watch snow." We love the message, but getting it out to everyone who needs it presents a challenge.

This edition of Picture This is your guide to communicating the DTV transition to your audience—your viewers, readers, and anyone else who needs this information. If you have any questions that are not covered in this publication, contact EIC at firstdraft@eiconline.org and we’ll get you what you need to know.
Entertainment & News Media Toolkit

What is the Message?

On February 17, 2009, full-power stations in the U.S. will stop broadcasting analog signals and go all-digital. People who are not equipped for digital television reception will receive no television signal whatsoever—all they will see is the “snow” of pixels on their television. Besides being frustrating, this could be a potential catastrophic safety hazard in the event of an emergency. The DTV transition will take place whether or not people are prepared for it, so there is no choice but to adapt. This is why we say, “Friends Don’t Let Friends Watch Snow.”

Who Needs the Message?

The easy answer is that every American needs to know about the forthcoming transition to digital television. But while most people will get the message sooner or later, some people are harder to reach than others, often because of difficulty communicating with these groups of people, or because of a lack of technical comprehension.

Following are some populations that may need special assistance in getting and understanding the message, as well as equipping themselves with either a converter box or a DTV-friendly television set.

- **Elderly**—Older Americans are among the most likely to have broadcast-only television sets, without cable or satellite subscriptions. Further, older people may be less technically adept than younger people, and therefore may not understand how to hook up a DTV converter box. As a result, this population may likely be aware of the transition but not know what to do about it. Local news media can improve this situation by encouraging communities to check on their older relatives and neighbors, and offer them assistance in converting to digital television.

- **Non-English speakers**—Since most national communications are in English (and sometimes Spanish), non-English speakers may not even be aware of the coming DTV transition. It is therefore important to encourage people who speak other languages to spread the word within their non-English speaking communities. The Spanish-language media networks Telemundo and Univision have been working since 2007 to raise awareness and inform Spanish speakers about the
transition. These networks’ activities could serve as models for similar outreach in other communities.

- **Rural areas**—People who live in rural areas may not have access to cable or satellite television, and are therefore more likely to watch television over the air. Additionally, the physical isolation of rural areas can cut people off from word-of-mouth communication that occurs in more populated areas. And even if they are aware of the transition, living far from a city or suburb means that rural area residents will not have easy access to electronics stores. It is especially important, therefore, that the news media in rural areas encourage people in these communities to spread the word about the DTV transition.

- **People with disabilities**—People with physical and mental disabilities may either not know about the impending DTV transition or may not have the means to get out and buy a converter box or a new DTV-friendly television set. Once again, communities—family, friends, neighbors and volunteers—should be alerted to check on anyone they know with a disability and to inform and help them make the conversion before February 2009.

- **Low-income**—All of the above populations are more likely to live on fixed or low incomes. People on low incomes are far more likely to not have cable or satellite television, and to own older non-DTV compatible television sets. People with low incomes need to be made aware of the federal coupon program and where they can go to attain a converter box.
Entertainment Depiction Suggestions

Don’t Wait

• Try to communicate the immediacy of the message: You should change over to DTV now, to avoid problems later.

Keep It Simple

• The message is best kept simple: Friends Don’t Let Friends Watch Snow.
• Feature daily 30-second segments counting down to transition day, each including a tip on how to take action or reason why affected viewers must take action.

You Can Put a Face on the Issue

While not knowing about the DTV transition and not knowing what to do about it are the two main objectives to communicate, people won’t listen to any messages if they can’t relate to them. The news media can tell the who, what, when, where and why, but only the entertainment media can really show these things.

• Consider your audience: Who watches your show? These are the people who may not watch your show if they lose TV reception. Consider incorporating a short scene in which characters discuss the DTV transition and explain the importance of adapting—and show them telling other characters to spread the word, and to help elderly or disabled people with the technical aspects of the transition.

Get a Laugh

• “Technical difficulties” are one of the most frustrating day-to-day occurrences for most people; it is serious when they happen to us, but when they happen to someone else, they can be hysterical. Consider drawing on the comic aspects of technical difficulties to get a laugh from your audience, while at the same time, informing them about what they need to do to prevent having to go through the same difficulties themselves.

Put Words in Celebrities’ Mouths

• Even if you can’t find a place in your show to address the DTV transition, consider tagging a short 15- to 30-second PSA to your show, in which one of the stars alerts viewers to visit DTVAnswers.com to find out why they could lose TV reception on February 17, 2009.
News Media Depiction Suggestions

Keep It Simple

• Keep the message simple: Friends Don’t Let Friends Watch Snow
• Give people specific steps they can take:
  1. Inform the public that a change will occur on February 17, 2009
  2. Tell people what they need to do to make sure they’ll have a TV signal on and after the transition
  3. Tell people how to get the coupon
  4. Tell people where they can buy a converter box
  5. Tell people where to go for more information

Don’t Wait

• Communicate the immediacy of the message: You should change over to DTV now to avoid problems later.

Use Social Marketing

• Take advantage of viral marketing: news websites, blogs, YouTube, MySpace, Facebook, other online venues to give information and encourage people to spread the word, especially to those who need to know most—older people, disabled people, people living in rural areas and others.
• Encourage grassroots outreach through schools, places of worship, other centers of community
• Create do-it-yourself PSA contests online to promote awareness, with the winning DTV PSA being shown on television. Promote to schools, on Web sites, and social marketing sites like MySpace and Facebook
• If possible, use celebrities or locally recognized people to attract attention to the message
• Micro-targeting of specific populations—Images should reflect affected populations
Simple Depiction Tips

• Place messages in storylines about helping the elderly and disabled with the technical aspect;
• Draw on the comical aspects of technical difficulties to get a laugh from the audience, while at the same time informing them they need to prevent having to go through the same difficulties;
• Use celebrities as messengers;
• Consider tagging a 30-second PSA to your show, in which the star alerts viewers and direct them to DTVAnswers.com to find out why they could lose TV reception on February 17, 2009;
• Explain the beneficial aspects of the transition from Analog to DTV;
• Run DTV PSA contests to promote awareness, with winning PSA to be aired on television. This will invite the public’s involvement;
• Promote DTV transition information to schools, Web sites, and social marketing sites like Myspace and Facebook.
Television as we know it is about to change.

By law, full-power television stations nationwide must stop using the old method of transmitting TV signals known as analog and begin broadcasting exclusively in a digital format on February 17, 2009. Digital television (DTV) is an innovative type of broadcasting technology that delivers crystal-clear pictures and sound, and more programming choices than ever before.

While the benefits of DTV are remarkable, millions of households risk losing television reception unless they take the easy steps to receive a digital signal.

DTV 101:

What is DTV?

Digital television (DTV) is an innovative type of over-the-air broadcasting technology that enables TV stations to provide dramatically clearer pictures and better sound quality.

DTV is more efficient and more flexible than the traditional way of broadcasting known as analog. For example, DTV makes it possible for stations to broadcast multiple channels of free programming simultaneously, called multicasting, instead of broadcasting only one channel at a time. DTV technology can also be used to provide future interactive video and data services that are not possible with analog technology.

What is Analog TV?

Analog television service is the traditional method of transmitting television signals. Analog transmission has been the standard broadcast technology since the inception of television. Analog is not as efficient as digital television: it uses up much more valuable spectrum than digital, and only allows TV stations to transmit one channel at a time. Using the same amount of spectrum, a digital signal lets stations broadcast up to four or more programs at once. Analog is also susceptible to interference and “snow,” making a picture less clear.

What is the DTV Transition?

The DTV transition is the switchover from analog, the traditional method of transmitting television signals, to exclusively digital broadcasting of free television programming.
The transition from analog to digital television represents the most significant advancement of television technology since color TV was introduced. The DTV transition will be completed on February 17, 2009, as set by Congress.

Full-power television stations have been preparing for the transition from analog to DTV since the late 1990s, when they began building digital facilities and airing digital channels alongside regular analog broadcasts.

**Why is America Switching to DTV?**

DTV is a more efficient way to broadcast and will free up the airwaves for a [variety of new services](#). DTV also provides crystal-clear pictures and sound, more channels and programming—all for free.

Under legislation passed by Congress – the Deficit Reduction Act of 2005 – full-power television stations are required to turn off their analog channels on **February 17, 2009**, and begin broadcasting exclusively in a digital format.

Since digital television is more efficient than analog television, the analog turn-off will also free up parts of the airwaves to provide wireless spectrum for future innovative services by entrepreneurs. Today, 1,624 [full-power television stations](#) out of 1,760 stations nationwide offer digital programming in all markets across America.

**What are the Benefits of DTV?**

Digital television allows TV stations to offer a number of new and better services. In addition to providing dramatically better pictures and sound quality, DTV also enables TV stations to provide several channels of television programming at once. This is known as “**multicasting**.” DTV can also be used to provide data services (such as significantly enhanced closed captioning) that are not possible with analog technology.

**Who's Affected by the DTV Transition?**

Consumers who receive over-the-air television signals through antennas on television sets that are equipped with analog tuners – and who do not subscribe to cable, satellite or other pay TV service – will be affected by the transition.

At least 19.6 million households receive over-the-air signals exclusively in their homes, and 14.9 million households have secondary over-the-air television sets in their bedrooms or kitchens.

Overall, nearly 70 million television sets are at risk of losing their signals on February 17, 2009, if consumers do not make the easy transition to DTV.
Additionally, while full-power TV stations will no longer broadcast in analog after the transition, some low-power stations will remain in analog. Watching both analog and digital broadcasting after the transition may require specific equipment -- in some cases a "pass-through" converter box that allows both analog and digital signals to reach your TV set. To learn more about low-power television and the DTV transition, and to help find out if the stations you watch are low-power, click here.

Making the Switch:

Consumers who receive free broadcast television signals through antennas on television sets that are equipped with analog tuners, and who do not subscribe to cable, satellite or other pay TV service will be affected by the transition.* You can upgrade to DTV by following one of three steps by February 17, 2009:

1.) Purchase a DTV converter box.
2.) Purchase a digital TV set
3.) Subscribe to a cable, satellite or other pay TV service

* Low-power TV stations may remain in analog after Feb. 17, 2009. Watching analog programming may require specific equipment. Learn more at www.LPTVAnswers.com or call 1-800-CALL-FCC.
All TVs with a digital tuner are able to receive digital signals broadcast by television stations, so you can continue to receive your free programming with no monthly fees.

To check whether your TV set can receive over-the-air digital broadcast signals, look on the set for an indication that it has a built-in Advanced Television Systems Committee (ATSC) tuner, or refer to the owner’s manual. You can also check with the TV manufacturer.

Any TV set in your home that is connected to a cable, satellite or other pay TV service should not be affected by the transition. But if you have any TV sets—perhaps in a bedroom or kitchen—that are not connected to a pay TV service, you will need to upgrade those sets to continue receiving a television signal on those sets after the transition to digital television. Click here for upgrade options.
Any TV set in your home that is connected to a cable, satellite or other pay TV service should not be affected by the transition. But if you have any TV sets—perhaps in a bedroom or kitchen—that are not connected to a pay TV service, you will need to upgrade those sets to continue receiving a television signal on those sets after the transition to digital television.

In some areas, satellite companies do not provide local television channels, or the companies may charge extra to receive local stations. If you currently pick up local stations using an antenna, your TV set may need to be upgraded with a converter box if it does not have a built-in digital tuner.

**TV Converter Boxes**

**Converter Box Details**

A DTV converter box is an easy-to-install electronic device that hooks up to your analog television set and over-the-air antenna. The box converts the digital television signal into an analog format, making it viewable on your analog TV set. The National Telecommunications and Information Administration (NTIA) will issue up to two converter box coupons valued at $40 each to households, to help defray the cost of converter boxes.

DTV converter boxes that transform digital television signals to analog are now available for purchase at electronics retailers nationwide. These converter boxes will allow consumers to maintain their free, over-the-air television service even on older analog TVs. The National Telecommunications and Information Administration (NTIA)
is issuing up to two converter box coupons valued at $40 each to households to help defray the cost of converter boxes.

*Where to Purchase a Converter Box*

DTV converter boxes that make digital broadcast signals viewable on analog television sets are now available for purchase at electronics retailers nationwide. Each box costs between $40 and $70. Households can also request up to two ($40) coupons from the National Telecommunications and Information Administration (NTIA) that can be used toward the purchase of converter boxes.

*TV Converter Box Coupon Program*

The National Telecommunications and Information Administration (NTIA) is now issuing coupons for DTV converter boxes. Households may apply for up to two coupons, which must be redeemed within 90 days. The coupons cannot be combined to purchase a single converter box, nor can they be used toward the purchase of other products.

Between Jan. 1, 2008, and March 31, 2009, all U.S. households will be eligible to request up to two $40 coupons to be used toward the purchase of up to two, digital-to-analog converter boxes. For more information about the converter box coupon program, call 1-888-DTV-2009 or visit [www.DTV2009.gov](http://www.DTV2009.gov).

*Do I Have Analog or Digital TV?*

To check whether your TV set can receive over-the-air digital broadcast signals, refer to the owner’s manual, or look on the set for an indication that it has a built-in Advanced Television Systems Committee (ATSC) tuner. You can also check with the TV manufacturer.
**DTV Antennas**

If you currently use an indoor or rooftop antenna to receive over-the-air analog broadcast television signals and you have good or excellent reception quality, the same antenna should provide you with good digital television reception. For more information about using an outdoor antenna to receive local television broadcast channels, visit [www.antennaweb.org](http://www.antennaweb.org).

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**Choosing an Antenna**

**Do I need a special antenna to receive digital television (DTV) over-the-air?**

A good indoor or outdoor antenna will help maximize your DTV reception. After the transition, in most cases, the same antenna that currently gives you quality reception on your analog TV set will also give you good DTV reception.

However, some television stations will be moving to a different channel in a different frequency band that may require a different antenna type from the one you use now. For example, some channels in the “VHF band” (Channels 2-13) may move to the “UHF band” (Channels 14-51) and vice versa. Receiving VHF and UHF signals require different antenna types, although some antennas are designed to receive both VHF and UHF signals.

To determine which antenna you need, no matter what part of the country you live, visit [www.antennaweb.org](http://www.antennaweb.org). Just type in your address and zip code to find an antenna that will continue giving you free local broadcast programming.

**Will VCRs Still Work with DTV?**

Yes. However, after the digital transition, the analog tuner in your VCR will not be able to pick up over-the-air programs for recording. Instead, the input to the VCR must be connected to the output of the DTV converter box. You must set the converter box...
tuner to the channel you want to record prior to the start of the timed recording programmed in the VCR.
Common Questions about the DTV Transition

1. **TV has always been free, and now the government is making me buy a box or a new TV? What kind of a scheme is this?** A: Believe it or not, it’s not a scheme to get you to buy new electronics. Congress mandated full-power stations to transition from analog to digital broadcasting to free up clogged airwaves for important security and economic reasons. An important benefit of the switch to all-digital broadcasting is that it will free up parts of the valuable broadcast spectrum for future innovative services by entrepreneurs. Also, some of the spectrum will be auctioned to companies that will be able to provide consumers with more advanced wireless services (such as wireless broadband). Consumers also benefit because digital broadcasting allows stations to offer improved picture and sound quality, and digital is much more efficient than analog. For example, rather than being limited to providing one analog program, a broadcaster is able to offer a super-sharp “high definition” (HD) digital program or multiple “standard definition” (SD) digital programs simultaneously through a process called “multicasting.” Multicasting allows broadcast stations to offer several channels of digital programming at the same time, using the same amount of spectrum required for one analog program. For example, while a station broadcasting in analog on channel 7 is only able to offer viewers one program, a station broadcasting in digital on channel 7 can offer viewers one digital program on channel 7-1, a second digital program on channel 7-2, a third digital program on channel 7-3 and so on. This means more programming choices for viewers. Further, DTV can provide interactive video and data services that are not possible with analog technology. For more information about the “why” of the transition, go to [www.dtv.gov](http://www.dtv.gov).

2. **What if I refuse to buy a converter or a new TV?** If you refuse to buy a converter box or a digital-friendly television, you have two options: subscribe to cable or satellite TV, or receive no television signal at all. Traditional analog television from full-power stations will not be available after February 17, 2009.

3. **What if I order coupons and someone steals them out of my mailbox? Can I get replacements?** Only two coupons will be issued per household. If you order coupons and do not receive them, contact DTV 2009 Coupon Program Comments, PO BOX 2000, Portland, OR 97208-2000.

4. **Can I get my coupons by certified mail, then?** No, coupons will be sent via first-class USPS mail.
5. **Will the government use my name and address for other purposes?** No. Your personal information is protected under privacy laws and will not be sold or used for other purposes other than administering the NTIA Coupon Program.

6. **What information do I need to provide the government to request my coupons?** The TV converter box coupon application requires that you provide your name, household address, number of coupons requested (maximum of two) and whether you subscribe to cable, satellite or other pay television service.

7. **If I can’t find a retailer in my area that carries TV converter boxes, can I purchase one online?** To see a list of participating online retailers, go to: [https://www.dtv2009.gov/VendorSearch.aspx](https://www.dtv2009.gov/VendorSearch.aspx).

8. **My grandmother will have no idea how to hook up the converter box, and I live 2,000 miles away. How is she supposed to cope with this change?** This type of situation is a major concern, and one that needs to be addressed. You can help your grandmother remotely by working with a community support organization—a place of worship, an area center for aging, Boy Scouts and Girl Scouts, and similar clubs—to organize outreach and technical assistance, and then letting your friend or family member know to expect the help. You can also volunteer in your own community to make sure people like your out-of-the-area loved one are taken care of locally.

9. **How are people who don’t speak English or who don’t get out much supposed to get this information?** Telemundo and Univision have been reaching out to Spanish-speaking Americans to promote awareness about the transition; however, millions of other people who speak limited or no English could be affected. People who speak other languages are encouraged to reach out to communities and individuals to inform them about the transition and what to do about it. Information about DTV is available in more than 60 languages including Spanish, Arabic, French, Hmong, Japanese, Korean, Russian, Tagalog and Vietnamese, as well as in large print for the vision-impaired, at [www.DTVanswers.com](http://www.DTVanswers.com).

10. **What if there’s a major emergency on February 17, 2009? Are people going to get the information they need?** This is a major concern, and the primary reason to encourage ongoing and urgent communication about the DTV transition. Radio will still be available, but non-DTV-friendly television sets will not. This potential security and safety hazard can be prevented through ongoing awareness and communications.

11. **How do I know if my TV already is DTV-ready?** What you need to know is whether your TV set has something called a “digital tuner” already built in. If it
does, your TV set will work after February 17, 2009. The best way to determine whether your TV set has a digital tuner built in is to consult your owner’s manual. If that’s not possible, you may be able to look up information about your TV set on the manufacturer’s Web site. Or, you can take a close look at your TV set. In any case, you’re trying to find out if your set has an input connection labeled “digital input” or “ATSC” (for Advanced Television Systems Committee). TVs connected to cable, satellite, or other pay TV services do not require converter boxes. Check with your cable or satellite provider to determine how they will support your analog set after February 17, 2009.

12. **Can I use both coupons toward the purchase of one converter box?** No. Only one coupon can be used per coupon-eligible converter box.

13. **Can coupons be used by other members of a household? Can I transfer the coupon to someone else?** No, but anyone from your household can redeem the coupons when purchasing a TV converter box from a certified retailer.

14. **Do the coupons have cash value?** No, the coupon has no cash value.

15. **Can coupons be sold?** No, it is illegal to sell, duplicate or tamper with the coupon.

16. **Can a retailer refuse to accept the coupons?** Retailers that are not participating in the NTIA’s Coupon Program will not be able to accept the coupons. Only retailers certified by the NTIA will accept the coupons. A list of certified retailers in your area can be found at [https://www.dtv2009.gov/VendorSearch.aspx](https://www.dtv2009.gov/VendorSearch.aspx).

17. **How long are coupons active?** Coupons expire 90 days after they are mailed. Each coupon has an expiration date printed on it.

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