



Boone County

Kentucky

PRESS RELEASE

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BOONE COUNTY URGES TV VIEWERS TO GEAR UP FOR THE CONVERSION TO ALL-DIGITAL TELEVISION

Boone County, KY – The House of Representatives approved S. 352, the DTV Delay Act, which will postpone the transition to digital television until June 12, 2009. This delay will grant millions of households the chance to be prepared for the transition and retain access to an important information resource.

June 12, 2009 has been set as the new deadline for the digital transition. After that date, most TV broadcasting will be digital.

For viewers who have one or more televisions that receive free over-the-air programming (with a roof-top antenna or “rabbit ears” on the TV), the type of TV you own is very important. A digital television (a TV with an internal digital tuner) will allow you to continue to watch free over-the-air programming after June 12, 2009. However, if you have an analog television, you will need a digital-to-analog converter box to continue to watch broadcast television on that set. This converter box will also enable you to see any additional multicast programming that your local stations are offering.

Starting in January of this year, U.S. households have been able to obtain up to two coupons worth \$40 each toward the purchase of converter boxes. The program is run by the National Telecommunications and Information Administration (NTIA), a part of the U.S. Department of Congress, which has issued rules regarding the coupon program. If you would like more information regarding the *Converter Box Coupon Program* visit <http://www.ntia.doc.gov/> or call 1-888-388-2009.

If you are a cable or satellite customer, you need to check with your service provider to be assured of a smooth transition after June 12, 2009.

An important benefit of the switch to all-digital broadcasting is that it will free up parts of the valuable broadcast spectrum for public safety communications such as police, fire departments, and rescue workers.

There are many sources of information about the digital transition but one of the best is www.dtv.gov, or calling 1-888-CALL-FCC. You can get information on what DTV is, questions consumers should ask when purchasing new television sets, what programs are available in DTV, and much more.

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If you would like more information about this topic please contact Blair G. Schroeder, Boone County Public Information Officer, at (859) 334-2282 or email him at BSchroeder@BooneCountyKY.org.