



Comcast Cable
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Mr. Rob Ritson

Township Manager
Township of Hempfield
1132 Woodward Drive, Suite A
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IMPORTANT INFORMATION – BROADCAST DIGITAL TV (DTV) TRANSITION

As you may know, Congress mandated that all full-power over-the-air broadcast television stations (such as ABC, CBS, NBC, Fox and PBS) cease their analog broadcast transmissions and begin broadcasting exclusively in digital format as of **February 17, 2009**. This change is known as the "Broadcast Digital TV (DTV) Transition."

It is critical for the residents in your community to understand that if they have an "analog" television set that functions with the help of "rabbit ears" or an outdoor antenna, they will not be able to watch broadcast television channels on it as of February 17, 2009 unless they take action.

To assist you in educating your residents of this change, we have prepared a "DTV Transition Toolkit." It contains useful resources created by the FCC, other government agencies and the cable and broadcasting industries.

The enclosed Toolkit contains:

1. Talking points to educate you on the DTV transition.
2. Link to governmental website offering additional information on the DTV Transition and the Federal Government's coupon program for digital-to-analog converters.

It is important to note that if residents in your community have their analog television set connected to Comcast, they will not be affected by the DTV Transition. Comcast will continue to provide local digital broadcast signals on their analog television sets.

Comcast has made a commitment to be helpful to consumers and the communities that we serve in communicating this very important change. We are providing support to local community-based organizations to create DTV outreach programs and we have created several public service announcements which will air on our systems through the transition.

We welcome the opportunity to assist your efforts to be an important source of information to your community on this issue. If you have any questions about the DTV Transition, please feel free to contact me at 724-219-2515.

Sincerely,

Cheryl L. Dicesere
Coordinator, Government & Community Affairs
Comcast, Three Rivers Region

Attachment

Broadcast Digital Television ("DTV") Transition Talking Points

- In 1996 Congress mandated that all over the air broadcast stations must cease broadcasting in "analog" format, return to the government the spectrum (i.e., space on the airwaves) they have been using for analog broadcasting, and begin broadcasting exclusively in digital format.
- The date for this so-called "DTV Transition" is February 17th, 2009. As of that date, no full powered TV station in the United States will broadcast in analog format.
- The DTV Transition is being driven by the Federal Government's desire to reclaim valuable spectrum that the broadcasters have been using and auctioning it off for public service and commercial mobile uses.
- If your analog TV is hooked up to cable or another video service, your ability to watch local broadcast TV signals will not be impacted.
- Comcast is committed to help educate consumers about the upcoming changes, how it may affect their TV service, and what options are available if they need to do something.
- If your analog television set is not connected to cable and receives a picture with the help of "rabbit ears" or a rooftop antenna, it will stop receiving signals on February 17, 2009. You need to do something.
- In order to keep receiving broadcast signals for their analog TVs, consumers have three choices. They can:
 1. Purchase digital converter boxes to use with their current TV's (\$40.00 Government issued coupons are available by visiting www.DTV.gov) Note: coupons are available on a first-come, first-served basis.
 2. Purchase a new digital TV
 3. Connect your analog TV to the service provided by your local cable company or another video service provider
- Congress is helping to offset the cost to consumers of this transition. It has directed the U.S. Department of Commerce to set up a \$1.5B coupon program to subsidize purchase of digital-to-analog converters that will allow analog TVs that are NOT connected to cable or other video service providers to continue to receive over-the-air broadcast signals.
- The Government's DTV coupon program allows each household to apply for two coupons for a \$40-discount off the price of a digital-to-analog converter, which is expected to retail for \$40 to \$70. These coupons will be good for 90 days from the time of receipt and can be used at electronics retail stores.
- There are two ways you can request vouchers. 1. Call the Coupon Program 24-hour hotline at 1-888-DTV-2009 (1-888-388-2009), or 2. visit this website: <https://www.dtv2009.gov/>.
- Please stay tuned for the more information in the coming months. The websites listed below provide additional helpful information regarding the DTV Transition.
 - <http://www.dtvanswers.com/>
 - www.dtv.gov
 - www.dtvtransition.org
 - www.getreadyfordigitaltv.com

TV CONVERTER BOX COUPON PROGRAM

PO Box 2000, Portland, OR 97208-2000

Apply online:
www.DTV2009.gov

Apply by phone:
1-888-DTV-2009 (1-888-388-2009)

Fax applications to:
1-877-DTV-4ME2

Mail applications to:
PO Box 2000,
Portland, OR 97208

TTY: 1-877-530-2634 (English)
1-866-495-1161 (Spanish)

**ALL APPLICATIONS MUST BE
SUBMITTED BY MARCH 31, 2009.**



COUPON APPLICATION

All information must be filled out. Please type or print clearly.

This Application is to apply for a \$40 Coupon which can be used towards the purchase of a TV converter box.

Form Approved
OMB No. 0660-0024



1. Your Name and Address.

NAME

First

Middle

Last

HOME
ADDRESS

Street Address

Apt #

City

State

Zip

If the US Postal Service does not deliver mail to your Home Address, provide as much information as you can above regarding your Home Address and provide your Mailing Address below.

MAILING
ADDRESS

If different
than above

Street Address - or - P.O. Box #

Apt #

City

State

Zip

2. TV Service: Check the statement below that best describes your household.

- All or some of the TVs in my house are connected to one or more pay services, such as cable or satellite.
 None of the TVs in my house are connected to one or more pay services, such as cable or satellite.

3. Coupons Requested: How many coupons do you want?

ONE - OR - TWO

4. Signature: By signing below, you declare that the above is true and correct.

Signature

Date

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