

Opinion Editorial on Transition to Digital Television  
500 words  
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## **The National Transition to Digital TV: We Need Your Help**

*by xxx*

With less than a month to go, the nation will complete its transition to digital television on June 12, 2009. While the date of the transition has changed once already, I assure you that the transition will happen this time and I urge you to act now.

Understanding if you or someone you know needs help or needs to take action is the first step. The transition will only affect older antenna TVs that are not hooked up to cable, satellite or other pay television service. If you use “rabbit ears” or a rooftop antenna to receive your television reception, one option for keeping your analog TV working is to purchase a converter box with or without a government coupon.

The TV Converter Box Coupon Program, which is administered by the U.S. Department of Commerce, offers up to two coupons per household worth \$40 each toward the purchase of eligible converter boxes. Coupons are valid 90 days from the time they are mailed and converter boxes can be found at most major retail stores. Legislation recently passed by Congress allows consumers whose coupons have expired to request replacement coupons. Consumers may apply for a coupon or a replacement coupon online at [www.dtv2009.gov](http://www.dtv2009.gov) or by calling 1-888-DTV2009 (1-888-388-2009). To receive coupons, you must apply and some in our community may need assistance with even this first step. Check in with family and friends to see if you can help.

Those who choose to buy a converter box and have received coupons should purchase their converter boxes right away so they can hook them up and start enjoying the benefits of digital television today including clearer pictures and more programming choices. The DTV transition also will benefit our community by freeing up airwaves for use by community first responders so they can better communicate in times of emergency.

Installing a converter box is simple, but you should allow yourself time to iron out any kinks, including antenna adjustments and running a “channel scan” both before and after June 12, 2009 to ensure you are receiving all available digital channels. And again, check in with family and friends to see if they need assistance with this step. For technical assistance, including names of local DTV assistance organizations, you can call 1-888-CALL-FCC or go to [www.dtv.gov](http://www.dtv.gov).

The June 12 national transition to digital television is fast approaching and I urge all residents of (INSERT CITY) to act now and assist your friends, neighbors and family members in getting ready for this important national effort.

*More information about the DTV transition can be found at [www.dtv.gov](http://www.dtv.gov) or by calling 1-888-CALL-FCC. TV Converter Box Coupons can be applied for at [www.dtv2009.gov](http://www.dtv2009.gov) or by calling 1-888-DTV-2009. Deaf or hard of hearing callers may dial 1-877-530-2634 (TTY).*

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