



For Immediate Release:

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KQET Public Television to Cease Broadcasting of Analog Signal on May 9, 2009

May 5, 2009—KQET Public Television, Channel 25, serving the Salinas-Monterey-Watsonville-Santa Cruz viewing area, will complete its transition to digital television in the early morning hours of May 9, 2009. KQET's analog signal will cease broadcasting at that time.

Upon switching to digital viewing, KQET viewers will have more programming options available to them. The digital transition for television allows KQET to provide a multi-casting service, offering multiple program streams on the same frequency. In addition to the primary channel, which offers the best of public broadcasting in both digital and HD formats, KQET viewers can receive programming from KTEH in the San Jose area on channel 25.2, as well as V-me, the Spanish-language public broadcasting channel on 25.3. While KQET has been offering these digital program streams for more than a year through cable systems, all viewers who have taken the necessary steps to be DTV-ready will now be able to experience these program offerings.

Following the transition, all KQET viewers who watch the channel over-the-air (via an analog-to-digital converter box or via a digital television set) will need to re-scan their devices to pick up the new frequency. Cable and satellite viewers will not be affected.

Between May 18 and May 21, 2009, additional work on improving KQET's signal will occur and all over-the-air viewers will have to re-scan their sets again. Because other area broadcasters will end their analog signal on June 12, KQET urges viewers to re-scan again after that date.

"We've been transitioning to digital for many, many years and the time has now come to shut off our analog transmitters," reports Jeff Clarke, president and chief executive officer of Northern California Public Broadcasting, the parent company of KQET. "We are grateful to the incredible supporters who made the KQED Campaign for the Future an overwhelming success that helped our stations become among the first in the nation to broadcast digital and high-definition programming to public television viewers. That has allowed us to focus our energies over the past year in informing our public about the great benefits they will be able to enjoy when all of our stations complete the transition to digital. As we shut off Channel 25's analog transmitter, we know the digital and HD programming on KQET will enhance people's lives in ways never before possible in the era of analog broadcasting."

Although Congress recently passed legislation postponing the DTV conversion date to June 12, they allowed for individual stations to make the switch on an earlier date. KQET had experienced recent equipment failures, resulting in temporary shut-downs of service. A request



was made by KQET to terminate its analog service on May 9 in order to provide the best service to the people of its viewing area.

Viewers who experience difficulty in viewing the channel after the May 9 conversion date can call the FCC hotline (888.225.5322), 24 hours a day/7 days a week or call KQET Audience Services (866.870.2528) during weekday hours. More information is available at www.kqed.org/dtvtransition or www.kteh.org/dtvtransition.

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KQET Public Television’s Multi-casting Channel Service:

- 25.1 KQET Public Television
- 25.2 KTEH Public Television
- 25.3 V-me

DTV 101: Consumers who receive their television over the air – with an antenna on their roof or a “rabbit ears” set-up – must take one of three steps in order to continue to receive a signal after analog transmission ceases:

1. Purchase a digital converter box (a coupon is available from the government to offset the cost).
2. Buy a new digital-ready television.
3. Upgrade service to cable or satellite. (Cable, satellite systems, or telephone company distribution will handle the transition for their customers.)

Northern California Public Broadcasting, Inc. (NCPB) (www.ncpb.com) is the most-watched public television and most-listened-to public radio broadcaster in the country. NCPB owns and operates public television stations KQED 9HD (San Francisco), KTEH 54 (San Jose), and KQET 25 (Watsonville/Monterey); public radio stations KQED 88.5FM (San Francisco) and KQEI 89.3FM (Sacramento); KQED’s Education Network (EdNet); and the Interactive platforms KQED.org, KQET.com, and KTEH.org. Audiences and users can also access NCPB content through: digital television channels Life, World, Kids, V-me, and KQED PBS Kids Sprout; and stream or download available content on www.kqed.org and www.kteh.org.