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**BAY AREA BROADCASTERS TO PARTICIPATE IN
DTV SOFT-SHUTDOWN TEST ON OCTOBER 21, 2008 AT 6:15 PM**

**Test Allows Television Audience to Test Readiness for Transition to
Digital Television Taking Place in February 2009.**

Test includes nearly all Television Stations from Santa Rosa to Monterey

San Francisco, California, October 19, 2008 – To help viewers be prepared for the federally mandated shutdown of television analog signals on February 17, 2009, nearly all of the over-the-air, full-power broadcast television stations in the Bay Area will participate in a soft-shutdown of their analog signal. The test will occur simultaneously across all broadcasters' channels at 6:15 p.m. on Tuesday, October 21, 2008. The test will last at least one minute. The test will allow television audiences to see if their television set(s) are ready for the DTV transition and if not, will give them resources that will inform them of the steps they must take.

At exactly 6:15:00 p.m. on October 21st, three beeps will be heard and an on-screen graphic will appear on broadcast television stations informing the viewer if their television is "ready" or "not ready" for the digital transition. The graphic will also direct viewers to www.dtv.gov, the federal government's information site about the conversion. The FCC's call center at 1-888- Call FCC will be staffed to accommodate Bay Area calls and United Way's 211 Call Center has been engaged to answer questions viewers may pose on the evening of the test. Many stations have their own DTV education efforts underway.

While recent reports indicate that the viewing public is learning about the transition, many have not yet taken any of the actions that will be required in order to continue viewing television after the conversion. The San Francisco DMA has approximately 200,000 households that receive their television exclusively over the air, according to The Nielsen Company's latest estimates

An earlier test, conducted in September in Wilmington, North Carolina, showed that there was still a great deal of work to be done in educating the public about the conversion. The Bay Area hopes to build upon those efforts in creating a cohesive DTV education plan that utilizes the resources of all of the stations in the broadcast area. San Francisco will be the largest market, yet, to do a market-wide soft analog shut-off.

"The Bay Area poses unique challenges in the conversion to DTV," stated Valari Staab, President and General Manager for KGO-TV/DT, ABC7 and coordinator of the group effort for the shut-down. "With our hilly terrain, diverse viewers and some stations changing their digital channel on February 17th; there is much to communicate to our viewers. While there are many consumer education efforts already underway at our various stations, it is our hope that this soft shut-down can serve as an educational tool for our audiences to test their current set-ups and to take whatever steps are necessary for them to be ready by February. Our collective mantra is to leave no viewer behind."



Jeff Clarke, president and CEO of Northern California Public Broadcasting, parent company of KQED Public Television, noted that, "It is crucial for all stations in the Bay Area to work together in order to provide the smoothest possible transition for our communities. The DTV transition is also essential for leading Bay Area networks into 21st century standards."

"I congratulate the Bay Area stations on their proactive work ensuring that every television viewer knows about the important digital TV transition," commented Commissioner Rachelle Chong, of the California Public Utilities Commission and a former FCC Commissioner. "Viewers who rely on antenna TVs and who do not have a pay service or a digital television must act in order to continue to receive free television after February 17, 2009. I urge anyone who thinks they are affected to get your converter box today to enjoy the benefits of digital television now."

The DTV transition will enable consumers to receive a clearer picture, better sound and receive multiple channels from their local over-the-air broadcasters. The shutdown of the analog signal will allow for greater capacity on the airwaves for law enforcement and other emergency service providers signals and to use the wireless spectrum in a more efficient way.

Additional tests are being planned over the coming months.

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 February 17, 2009:

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 and satellite systems will handle the transition for their customers.)

Participating stations:

- KBCW 12/44 (CW)
- KCSM-TV, PBS (San Mateo)
- KDTV, Univision 14
- KFSF-TV, TeleFutura 66
- KFTY – TV50 (Santa Rosa)
- KGO-TV/DT ABC 7
- KICU-TV
- KKPX-TV (ION), Channel 65 (ION Media)
- KNTV, NBC Bay Area
- KOFY TV20/Cable 13, Granite Broadcasting
- KPIX-TV, CBS 5
- KQED 9 Public Television (PBS San Francisco)
- KQET 25 Public Television (PBS Monterey/Salinas)
- KRON 4; MyNetwork TV
- KSTS 48; Telemundo
- KTEH 54 Public Television (PBS San Jose)
- KTLN-TV
- KTNC-TV 42, TuVisión
- KTVU 2 (FOX)



Supporting Partners:

AT&T

California Broadcasters Association

California Public Utilities Commission

Comcast

DIRECTV

Dish Network (Echostar)

United Way of the Bay Area, 2-1-1

United Way Silicon Valley, 2-1-1