



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 -- February 17, 2009 has been set as the deadline for the digital transition by the U.S. Congress. 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 February 17, 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.

Beginning in January 2008, U.S. households may be able to obtain up to two coupons worth \$40 each toward the purchase of converter boxes. The program will be 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 February 17, 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.