



California Public Utilities Commission 505 Van Ness Ave., San Francisco

FOR IMMEDIATE RELEASE

Media Advisory

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CPUC, SELF-HELP FOR THE ELDERLY, NTIA, FCC, AND OTHERS JOIN TO RAISE AWARENESS OF DTV TRANSITION

SAN FRANCISCO, July 14, 2008 - Commissioner Rachelle Chong of the California Public Utilities Commission (CPUC) will join Meredith Attwell Baker, Acting Assistant Secretary for Communications and Information for the National Telecommunications and Information Administration (NTIA), and other dignitaries at a digital television (DTV) transition press event sponsored by Self-Help for the Elderly in San Francisco's Chinatown. The purpose of the event is to bring the DTV transition to the attention of San Francisco's Chinese speaking population.

What: DTV Press Conference (see agenda below)

When: Tuesday, July 15, 2008, 11 a.m. – 12:30 p.m.

Where: Chinese Consolidated Benevolent Association (CCBA), 843 Stockton St., San Francisco, California

Why: To raise awareness of the DTV transition that begins February 17, 2009. At that time, full power television stations will no longer broadcast in analog and will broadcast in digital technology only. A digital television (a TV with an internal digital tuner) will allow consumers to continue to watch free over-the-air programming after February 17, 2009. However, if consumers have an analog television, they will need a digital-to-



analog converter box to continue to watch broadcast television on that set, or subscribe to a pay service such as cable or satellite.

CCBA Press Conference on DTV Agenda

Facilitators: Anni Chung and Josephine Ma, Self-Help for the Elderly

1. Welcome.....Sam Kok Po Ng, Presiding President of CCBA
2. Introductions.....Bill Wong, Executive Secretary of CCBA
3. Remarks from:
 - *Benefits to Consumers of the Digital TV Transition*.....Rachelle Chong, CPUC Commissioner and Former FCC Commissioner
 - *Digital TV Transition*.....Roger Goldblatt, FCC, Special Advisor, Consumer and Governmental Affairs Bureau
 - *Digital TV Converter Box Program*.....Meredith Attwell Baker, Office of the Assistant Secretary and Administrator Acting Assistant Secretary for Communications and Information, National Telecommunications and Information Administration (NTIA)
 - *Getting the Message Out to Consumers*.....Michael Sherman, General Manger of KTSF-TV 26
 - *Does DTV affect Consumers with Pay TV?*.....Johnny Giles, VP, State Government Relations, Comcast
4. Greetings from Asian American Justice Center, Funder of Chinatown DTV Outreach Project.....Josh Packman, Community Relations Officer
5. Presentation of Souvenirs to Invited Guests
6. Q & A
7. Adjournment

Volunteers will be on hand to help consumers, particularly Chinese speaking persons, fill out application forms or answer technical questions. Approximately 150-200 people are expected at this event.

Background

The U.S. Congress mandated that beginning February 17, 2009, television stations will no longer broadcast in analog and will broadcast in digital only. 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 squads). Also, some of the spectrum will be auctioned to companies that will be able to provide consumers with more advanced wireless services (such as wireless broadband).

Consumers using an analog television will need a digital-to-analog converter box to continue to watch broadcast television on that set. This converter box will also enable consumers to see any additional multicast programming that local stations offer.

For more information on the DTV transition and a coupon for a converter box, please visit www.dtv.gov/index.html.

For more information on Self-Help for the Elderly, please visit www.selfhelpelderly.org.

For more information on the CPUC, please visit www.cpuc.ca.gov.

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