



California Public Utilities Commission

505 Van Ness Ave., San Francisco

FOR IMMEDIATE RELEASE

Media Advisory

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FCC, CPUC, COMMUNITY GROUPS, AND COMCAST JOIN TO RAISE AWARENESS OF BROADCAST DTV TRANSITION AT THREE PRESS EVENTS IN SAN FRANCISCO

SAN FRANCISCO, September 9, 2008 – Commissioner Jonathan S. Adelstein of the Federal Communications Commission (FCC) and Commissioner Rachelle Chong of the California Public Utilities Commission (CPUC) will join Mission Neighborhood Centers, POWER, Self-Help for the Elderly, and Comcast for broadcast digital television (DTV) transition media and consumer events in San Francisco.

What: Three DTV Press Conferences and consumer outreach events.

When/Where	When/Where	When/Where
Thursday, Sept. 11, 2008 10:30 a.m.-noon	Thursday, Sept. 11, 2008, 3 p.m.-4:30 p.m.	Thursday, Sept. 11, 2008, 6 pm-7:30 pm
Self-Help for the Elderly's Geen Mun Center	Mission Neighborhood Centers	The Bayview Opera House
777 Stockton St., San Francisco	362 Capp St., San Francisco	4705 Third St., San Francisco

Why: To raise awareness of the broadcast DTV transition that begins February 17, 2009. At that time, broadcast television stations will no longer transmit their signal in analog and will transmit in digital 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 or service from a cable or satellite provider to continue to watch broadcast television on that set.

At the events, volunteers will be on hand to help consumers fill out application forms or answer technical questions.

Background

The U.S. Congress mandated that beginning February 17, 2009, broadcast television stations will no longer broadcast in analog and will broadcast only in digital. 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 or service from a cable or satellite provider to continue to watch broadcast television on that set. A converter box will also enable consumers to view 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.

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