

PUBLIC SERVICE ANNOUNCEMENT

FCC Digital TV Converter Box In-Home Installation Program

60 Second PSA:

On June 12, 2009, television will undergo the biggest change since color was introduced in the 1950s. That's the date on which analog broadcasting will end for full-power TV stations. Currently, most stations are broadcasting in two formats - digital and analog. Those of us with digital television sets are already enjoying the benefits of DTV. Those with the older analog sets are still getting programming as we always have. But that will change on June 12, 2009, when full-power stations will stop broadcasting in analog. After that date, they will only broadcast in digital, so you will have to make some changes if you watch free over-the-air TV broadcasts on an analog TV with an antenna.

FCC Change to Digital Television doesn't mean you need to get a new digital television set. There are low-cost converter boxes available to change the digital signal to one that your current analog set can receive. The FCC has contracted INSTALLS inc, in (insert State) to provide in-home assistance and converter box installations at **no charge** in order for you to continue receiving your signals after the transition. For more information on the digital television transition installation program, including information on help installing your low-cost converter box go to <https://dtvhelp.installs.com> or call 1-800-582-4250. This message is brought to you by (local organization) and (station).

30 Seconds:

On June 12, 2009, analog broadcasting will end for full-power TV stations. If you watch free over-the-air TV with a broadcast antenna and don't have a digital TV, you'll have to get a digital-to-analog converter box and install it to your analog TV. The FCC has contracted INSTALLS inc in (State) to provide in-home assistance and converter box installations at **no charge** in order for you to continue receiving your signals after the transition. For more information on the digital television transition installation program, including information on help installing your low-cost converter box go to <https://dtvhelp.installs.com> or call 1-800-582-4250.

15 Seconds:

On June 12, 2009, analog broadcasting will end for full-power TV stations. To continue receiving your TV signals after the transition in the state of (insert), you can get in-home assistance and converter box installation services at no charge by logging into <https://dtvhelp.installs.com> or call 1-800-582-4250. This message is brought to you by (local organization) and (station).

15 Seconds:

FCC wants to ensure that senior citizens, those with disabilities, people for whom English is not their first language in (insert State) and others are given the additional in-home installation and assistance to successfully complete the transition to digital television signals at **no charge**. For information on INSTALLS' DTV conversion assistance program, visit <https://dtvhelp.installs.com> or call 1-800-582-4250. This message is brought to you by (local organization) and (station).

10 Seconds:

On June 12, 2009, big changes are coming to the way we watch broadcast television in (insert State). Make sure you're ready for the digital transition. For **free** in-home converter box installation help go to <https://dtvhelp.installs.com> or call 1-800-582-4250. This message is brought to you by (local organization) and (station).

About the Digital TV Conversion Program

The FCC is currently in the final stage of implementing a congressionally mandated nationwide transition to digital broadcast television. On February 17, 2009, President Obama signed into law the American Recovery and Reinvestment Act, which provided funds for education and outreach, via "programs to educate vulnerable populations, including senior citizens, minority communities, people with disabilities, low-income individuals and people living in rural areas," including help with converter box installation at no charge to the consumer. For information on the DTV conversion assistance program, visit <https://dtvhelp.installs.com> or call 1-800-582-4250.

INSTALLS inc, is providing In-home Installations and Assistance for the FCC contract in these 35 States and over 35,000 homes across the country:

Alabama	Maine	Oregon
Arizona	Maryland	Pennsylvania
Arkansas	Massachusetts	Rhode Island
California	Michigan	South Carolina
Connecticut	Mississippi	Tennessee
Delaware	Nevada	Texas
District of Columbia	New Hampshire	Utah
Florida	New Jersey	Vermont
Georgia	New York	Virginia
Indiana	North Carolina	Washington
Kentucky	Ohio	West Virginia
Louisiana	Oklahoma	

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