

A decorative graphic consisting of a horizontal teal bar with a gradient from dark to light. A light teal circle is partially visible behind the bar on the left side. A thick black bracket is on the left end of the bar, and a light teal bracket is on the right end. The text "DTV RESOURCES" is centered on the bar.

DTV RESOURCES

DTV OUTREACH

- The FCC has made available to consumers across the United States multiple DTV resources to help consumers with the transition to DTV.
 - FCC's DTV.gov Website
 - Walk-In Centers
 - Phone Support
 - Other (Face-to-Face Assistance)
 - In-Home Assistance, and
 - Events
- First I'll talk about the FCC's website, DTV.gov.

NEXT SLIDE

DTV RESOURCES

DTV.GOV ONLINE RESOURCE

- DTV.gov is the FCC's new, interactive website dedicated to DTV.
- It is accessible from the right navigation bar on the home page of the FCC's website, <http://www.fcc.gov>. **NEXT SLIDE**
- The approach taken when creating the DTV site was to provide consumers with a "one-stop" online experience when looking for DTV information and help with the transition to digital.
- The site consolidates a broad spectrum of DTV information from multiple sources and delivers this information to the consumers in an interactive format. The site is dynamic – it is updated frequently
- DTV.gov serves several audiences:
 - Consumers
 - Call Centers
 - Broadcasters
- First, I'll talk about DTV as the consumers' resource.

DO NOT CHANGE SLIDES

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- Members of the Public who have Internet connection can use DTV.gov as a reliable resource.
- One of the most exciting things about the new website is that consumers can troubleshoot their own DTV problems, get answers to their questions, learn how to install antennas and converter boxes – all by using the interactive sections of the website.

DO NOT CHANGE SLIDES

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- The site's navigation is intuitive for all consumers. **NEXT SLIDE**
 - Learn About DTV **NEXT SLIDE**
 - Get Ready **NEXT SLIDE**
 - Get Help Locally **NEXT SLIDE**
 - Get it Solved **NEXT SLIDE**
 - Get Informed **NEXT SLIDE**
 - Get Involved **NEXT SLIDE**
- The site is also available in Spanish.
- Let's briefly describe each of these navigation tools. **NEXT SLIDE**

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Learn About DTV** is where the consumer would go if they did not know much about DTV or the digital transition.
- From the Learn about DTV page, consumers have several options **NEXT SLIDE**, such as:
 - What is DTV? **NEXT SLIDE**
 - What You Need to Know – congress' involvement, transition dates, digital tuners, etc. **NEXT SLIDE**
 - Publications available for downloading **NEXT SLIDE**
 - Any Audio or Video materials are available **NEXT SLIDE**
 - A full list of FAQs, and **NEXT SLIDE**
 - A Glossary of Terms **NEXT SLIDE**

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Get Ready** is a good resource for consumers who have questions about how the transition will affect them, how to ensure that they have the right equipment, how to buy the equipment, and how to get a converter box coupon.
- From the Learn about DTV page, consumers have several options **NEXT SLIDE**, such as:
 - Finding out if they will be Affected by the transition **NEXT SLIDE**
 - Making sure they are “armed” with the right information before they go out Shopping for a converter box or DTV **NEXT SLIDE**
 - Information about how to Get a Converter Box Coupon **NEXT SLIDE**
 - Locate a Converter Box Retailer **NEXT SLIDE**
 - Information on how to install a Converter Box **NEXT SLIDE**
 - And how to Fix Reception Problems **NEXT SLIDE**

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Get Help Locally** provides consumers with the ability to search by zip code for local assistance with their DTV issues.
- From the Get Help Locally page, consumers have several options **NEXT SLIDE**, such as:
 - Finding Local DTV Help based on their zip code **NEXT SLIDE**
 - Channel Lookup, **NEXT SLIDE** where consumers can download a list of full-power stations into an Excel file **NEXT SLIDE**
 - DTV Reception Maps, **NEXT SLIDE** where consumers can view the strength of their reception based on their zip code **NEXT SLIDE**
 - Maps of All DTV Stations **NEXT SLIDE**
 - Maps of DTV Stations With Changes in Coverage **NEXT SLIDE**

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 - DTV Reception Maps, **NEXT SLIDE** where consumers can view the strength of their reception based on their zip code **NEXT SLIDE**
 - Coverage Maps for all Designated Market areas for all Full-Power Stations. **NEXT SLIDE** Consumers can view major network maps for ABC, CBS, NBC, Fox and PBS, and **NEXT SLIDE**
 - Maps of DTV Stations With Changes in Coverage. By clicking on their city **NEXT SLIDE**, they can view expected changes in coverage in their area.

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Get Help Locally** also provides consumers with the ability to search by zip code for local assistance and events. By clicking on the View Map of Support Centers and Event Locations, consumers can see the availability of these resources for the entire country. By clicking on one of the icons, **NEXT SLIDE** they can view event details **NEXT SLIDE** and get directions. **NEXT SLIDE**
- Consumers can also type in their zip code to limit the listings to their local area.

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Get it Solved** provides a highly interactive troubleshooting tool and answers to popular questions. From the Get It Solved page, consumers can **NEXT SLIDE**
 - Use the Interactive Troubleshooting Guide, which will navigate them through a number of questions to get them to the right answer, or consumers can read through **NEXT SLIDE**
 - Top FAQs **NEXT SLIDE**

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Get Informed** is a great resource for consumers who want to know what is going on locally or nationally and how to contact stakeholders. From the Get Informed page, consumers can **NEXT SLIDE**
 - FCC newsworthy information **NEXT SLIDE**
 - Events, which I described earlier, where consumers can find events and support centers across the U.S. or narrow the view by typing in a zip code. **NEXT SLIDE**
 - Find contact numbers for the DTV Hotline and FCC Consumer Center **NEXT SLIDE**

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- See what companies have contracts with FCC to provide DTV Services **NEXT SLIDE**
- DTV Transition Statistics, such as information about U.S. households, broadcaster transition statistics, demographics, etc. **NEXT SLIDE** They can also view detailed call type information – what percentage of the population called about particular subject matter. **NEXT SLIDE**
- FCC Partners in the Transition **NEXT SLIDE**
- Find Broadcaster consumer referral numbers, as well as a weekly report. **NEXT SLIDE**, and
- The names of individuals within the FCC who can be contacted **NEXT SLIDE**

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- **Get Involved** provides the consumers with ways to become involved either through community or school events or contract opportunities. From the Get Involved page, consumers have several options **NEXT SLIDE**
 - They can get information about helping their Community **NEXT SLIDE**
 - Find out what Contracting Opportunities are available with the FCC **NEXT SLIDE**
 - There's even a DTV Deputy Quiz that allows the consumer to find out just how knowledgeable they are in DTV **NEXT SLIDE**
 - There is a form to Request a Speaker, and **NEXT SLIDE**
 - An Outreach Toolkit. **NEXT SLIDE**
 - Students have their own site for DTV Outreach **NEXT SLIDE**

DTV RESOURCE

DTV.GOV CONSUMER INFORMATION & SELF-HELP

- As I mentioned earlier, the website is also available in Spanish.
 - **NEXT SLIDE**
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DTV.GOV: CALL CENTER RESOURCE

- The FCC Call Center Agents (both internal and external) use the DTV.gov website to trouble-shoot callers' problems or to find local events or community assistance – much in the same way that consumers use it for self-help. When consumers call and, for whatever reason, they cannot use the DTV.gov website to troubleshoot their problems, call takers can use all of the same tools I just described to help the consumer while they are on the phone.
 - They can look up Broadcaster, Manufacturer, and Retailer Contact Info
 - They can get the status of a consumer's Coupon application,
 - They can search for local events with the consumer's zip code
 - They can find information for helping the consumer Install a Converter Box, Fix Reception Problems, and Get Help Locally

NEXT SLIDE

DTV.GOV: BROADCASTER RESOURCE

- Broadcasters can perform a number of different functions from the DTV.gov site.
- From the DTV Transition Statistics page, Broadcasters can use the dropdown menu to Research and View a multitude of Transition Statistics.
 - Percentage of Digital Transitions
 - Population
 - Household Information
 - Demographics
 - Call Volume Distribution Statistics
 - Converter Box Coupon Statistics
- **NEXT SLIDE**

DTV.GOV: BROADCASTER RESOURCE

- Broadcasters can also view detailed information about the types of calls that are being received – what percentage of the population are complaining about particular subject matter, in particular, consumers complaining about not receiving area broadcast signals. **NEXT SLIDE**

OTHER DTV RESOURCES

- The FCC has established partnerships and made arrangements with multiple organizations to provide other DTV resources to help consumers with the digital transition.
 - Walk-in Centers
 - Walk-in Centers are sanctified by the FCC.
 - Many organizations have created DTV Walk-in Centers to assist consumers with their DTV questions and problems in a face-to-face, hands-on environment. Detailed information, such as the center's address, days and times of operation, support topics offered at the center, and contact information, is available to consumers.

OTHER DTV RESOURCES

- Phone Support is available from the FCC's internal and external Call Centers. Call Center Agents troubleshoot the call and provide solutions.
 - Also, the Communications Services for the Deaf provides phone support.
- Other organizations are providing Face-to-Face DTV assistance for consumers, such as live converter box installation demos.
- In-Home Assistance is being offered by some organizations to consumers who cannot physically use the other DTV resources.
- The FCC has a cadre of volunteers who travel around the country conducting face-to-face DTV outreach events.