








“Digital Conversion” Script

		SHOT / TITLE	DESCRIPTION
1.	00:00	Animated Open	Animated Open
2.	00:07	Footage of Model HDTV Station	VOICE OVER: TELEVISION IS CHANGING. NOT JUST NEW SHOWS, BUT WITH NEW TECHNOLOGY.
3.	00:14	Footage from PBS PSA 	Audio of PBS PSA: By February 2009** the broadcast TV signals will only be digital and if you want to keep watching your favorite programs there are things you need to know. **[The digital TV conversion date has been extended to June 12, 2009]
4.	00:23	Antonio Neves on camera 	ANTONIO ON CAMERA: HI, I'M ANTONIO NEVES FOR THE.NEWS. THIS IS AN ANALOG TELEVISION SET. IT'S NOT THAT DIFFERENT FROM THE WAY PEOPLE WATCH TV ABOUT 50 YEARS AGO. NOW BEHIND ME IS A HIGH DEFINITION DIGITAL TELEVISION SET. HOW WE GOT FROM HERE TO THERE IS A COMBINATION OF SCIENCE, TECHNOLOGY, AND GOVERNMENT POLICY.




7.	01:37 01:41	Footage of television program using analog signal Shermaze Ingram on camera	<p>Shermaze Ingram, National Association of Broadcasters:</p> <p>Most of us are accustomed to seeing the ghosting and the interference and the snow that sometimes happens with watching over-the-air television. Of course with digital that goes away and so consumers viewing experience will be dramatically better.</p>
8.	01:48	<p>Footage of an analog transmitter</p> 	<p>VOICE OVER:</p> <p>THE CHANGE COMES FEBRUARY 17, 2009** WHEN TODAY'S STATIONS SHUT DOWN THEIR OLD ANALOG TRANSMITTERS AND GO DIGITAL.</p> <p>**[The digital TV conversion date has been extended to June 12, 2009]</p>
9.	01:57	Footage of satellite dish, cable box, and television set	<p>VOICE OVER:</p> <p>VIEWERS WITH CABLE OR SATELLITE CONNECTIONS ARE ALREADY GETTING DIGITAL SIGNALS BUT THAT LEAVES MANY VIEWERS SCRAMBLING TO GET READY.</p>
10.	02:06 02:10 02:15	<p>Footage of National Association of Broadcasters building</p> <p>Shermaze Ingram and Antonio Neves walking down hall</p> <p>Shermaze Ingram on camera</p>	<p>VOICE OVER:</p> <p>SHERMAZE INGRAM OF THE NATIONAL ASSOCIATION OF BROADCASTERS IS WORKING TO LET PEOPLE KNOW ABOUT THE DIGITAL TRANSITION. SHE SAYS MORE THAN 20 MILLION HOUSEHOLDS NEED TO GET READY FOR DIGITAL.</p>





13.	02:50	<p>Footage of television shows with Electromagnetic Energy graphic</p> 	<p>VOICE OVER:</p> <p>BOTH DIGITAL AND ANALOG SIGNALS ARE KINDS OF ELECTROMAGNETIC ENERGY.</p>
	02:54	Footage of residential houses	<p>SUCH ENERGY IS ALL AROUND US, EVERYTHING FROM SOUND WAVES TO ULTRAVIOLET LIGHT. SCIENTISTS REFER TO ALL OF THESE SIGNALS AS THE SPECTRUM. THE PART OF THE SPECTRUM USED FOR COMMUNICATION IS CONTROLLED BY THE FEDERAL COMMUNICATIONS COMMISSION, THE FCC, UNDER A LAW PASSED IN 1934.</p>
	03:00	Electromagnetic Energy graphic	
	03:06	<p>Picture of Capitol building with FCC graphic</p> 	




<p>14.</p>	<p>03:13 03:19 03:21</p>	<p>Footage of control room Footage of Capitol building FCC graphic</p>	<p>VOICE OVER:</p> <p>JUST AS DIGITAL TECHNOLOGY RESULTED FROM NEW SCIENTIFIC KNOWLEDGE, THE CHANGEOVER TO DIGITAL REQUIRED NEW PUBLIC POLICY. IN 1993, THE FCC RELEASED STANDARDS FOR DIGITAL BROADCASTING AND RECEPTION. THANKS TO A LAW PASSED IN 2005, ALL TELEVISION STATIONS END ANALOG BROADCASTING BY FEBRUARY 2009.**</p> <p>**[The digital TV conversion date has been extended to June 12, 2009]</p>
<p>15.</p>	<p>03:34</p>	<p>Kevin J. Martin on camera</p> 	<p>Kevin J. Martin, FCC Chairman:</p> <p>Consumers are going to receive the benefit of digital broadcasting, allowing stations to offer improved pictures and sound and the potential for offering multiple broadcast signals.</p>
<p>16.</p>	<p>03:44</p>	<p>Chris Sterling and Antonio Neves walking down street</p>	<p>VOICE OVER:</p> <p>CHRIS STERLING USED TO WORK AT THE FCC. HE NOW TEACHES MEDIA POLICY AT GEORGE WASHINGTON UNIVERSITY.</p>




17.	03:52 04:02 04:06	Chris Sterling on camera  Footage of girl using her ipod Chris Sterling on camera	Chris Sterling, George Washington University: In many ways, it's cell phones that are driving this revolution. They need more spectrum so that more of us can carry them, more of us can get more services... ...we can get web, we can get games, we can get video streaming. That takes huge amounts of spectrum, and the best place to find that spectrum, in the best part of the spectrum, is to take television channels.
18.	04:16	Footage of PBS PSA with spectrum graphic 	VOICE OVER: DIGITAL SIGNALS DON'T INTERFERE WITH EACH OTHER AS MUCH AS ANALOG, SO TV BROADCASTS CAN LIVE CLOSER TOGETHER IN THE SPECTRUM. PART OF THE SPECTRUM IS BEING GIVEN TO POLICE AND FIRE DEPARTMENTS TO IMPROVE RADIO COMMUNICATION AND TO CREATE A BROADBAND NETWORK. THE REST IS BEING AUCTIONED OFF. SO FAR, THE GOVERNMENT HAS RAISED 20 BILLION DOLLARS FROM THESE AUCTIONS.



19.	04:37	Chris Sterling on camera	<p>Chris Sterling, George Washington University:</p> <p>The policy worry here is about those in rural areas, those who are elderly, and those who are poor, and especially those who are all three. Those are the people who may get affected, turn on their televisions on the 18th of February 2009** and find they get nothing but fuzz.</p> <p>**[The digital TV conversion date has been extended to June 12, 2009]</p>
20.	04:58 05:08	<p>Shermaze Ingram on camera</p> <p>Footage of digital converter box and the coupon</p> 	<p>Shermaze Ingram, National Association of Broadcasters:</p> <p>You're going to have to make a change. It means you're going to have to upgrade your set. You can do it very cheaply by getting a digital converter box and it turns out that the federal government is actually offering households a subsidy where they can get a coupon from the government, up to two actually per household, that will offset the purchase of a converter box by about 40 dollars.</p>
21.	05:15	Steve Kidera and Antonio Neves with analog television set	<p>VOICE OVER:</p> <p>STEVE KIDERA OF THE CONSUMER ELECTRONICS ASSOCIATION HAS BEEN TRAVELING THE COUNTRY SHOWING PEOPLE HOW TO HOOK UP THEIR SETS TO CONVERTER BOXES.</p>



24.	05:56	<p>Antonio Neves on camera</p> 	<p>ANTONIO ON CAMERA:</p> <p>NEW TECHNOLOGIES WILL CONTINUE TO CHANGE HOW AND WHAT WE WATCH ON TV. ONE POSSIBILITY, THE NATIONAL FOOTBALL LEAGUE AND NATIONAL BASKETBALL ASSOCIATION ARE CURRENTLY EXPERIMENTING WITH BROADCASTING THEIR GAMES IN 3D.</p> <p>I'M ANTONIO NEVES FOR THE.NEWS.</p>
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If you wish to stop the video at any time, refer to the running time listed on the printed script. Each segment begins at 00:00 and the time is displayed in the lower corner of your video player.