



Federal Communications Commission
Consumer & Governmental Affairs Bureau

Hawaii DTV Transition

Countdown to January 15, 2009

An informational briefing before

Hawaii State Senate Committee on Economic Development
and Technology

And

Hawaii State House Committee on Economic Revitalization,
Business, and Military Affairs

Agenda

- Review of the DTV transitions “five Ws”.
- The FCC’s commitment to Hawaii consumers.
- Status: As of today....
- Signal pattern changes
- The last 9 days
- Working together



FCC Hawaii DTV Transition Project
300 Ala Moana Blvd, Room 5-133
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Hawaii DTV Transition Basics

- DTV transition mandated by Congress
- National date – February 17, 2009
- Only impacts full-power stations
- Early transition requested by Hawaii broadcasters – January 15, 2009
- Hawaii is the first state to totally make the transition – all eyes on our experiences
- Based on environmental concerns, among other things



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FCC's Commitment to Hawaii Consumers

- Dedicated team from Washington, DC and western field offices
- Hawaii-specific website, branded materials.
- Funding for microgrants.
- No other market getting this level of FCC attention and support
- Strategy: Ground game first. Then granular help; call centers, in-home technical service.



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Status: January 6, 2009

- Consumer outreach: Over 200 events, visits, and training sessions.
- Coupon program: 50,206 requested; 12,205 redeemed. Issues with funding, box inventory.
- Call center established.
- 4 microgrant contracts awards, 4 to go.
- Pre and post-transit consumer clinics scheduled.
- Broadcast partners – excellent support



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Signal Pattern Changes

- Tower movements on Maui and Oahu impact some Hawaii consumers.
- Eastern Molokai; north Hawaii and Hamakua Coast; Oahu valleys and central Oahu most impacted.
- Signal testing on Oahu complete. Maui, Molokai, Lanai and Big Island testing soon.
- Antenna changes a must for some consumers.
- Migration to cable or satellite in more dire circumstances.



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Signal Pattern Changes

- Cable lifeline rate
- Information push to affected communities.
- Strategic effort to push consumers through the transition early.



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The Last 9 Days

- In-home technical support begins.
Continued training of assistance teams.
- Call center expansion as of yesterday.
Ten phone lines active.
- Movement of people/attention to Maui,
Molokai and Big Island.
- Multiple consumer assistance clinics daily.
- Blast media messages aggressively.



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Working Together

- Email blasts; direct consumer assistance and references.
- Get office staff aware and educated for constituent calls.
- Publicize consumer clinics – join us.
- Use our resources
- Everyone owns this transition



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Resources

- <http://www.dtv.gov/hawaii>
- <http://www.hawaii Goes Digital.com>
- hawaiidtvtransition@fcc.gov

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