

# Digital Television Transition: February 17, 2009... WILL YOU BE READY?

By law, all American television stations must switch their broadcasting from analog to digital by February 17, 2009. Televisions connected to cable or satellite will not be affected, and will continue to receive programming after that date. But older analog only television sets not connected to cable or satellite, or without a DTV converter box will not receive any television signal after the date of the switch.

## What is the DTV transition?

Currently, many over-the-air stations are broadcasting in both analog and digital television (DTV) formats. After February 17, 2009, full-power TV stations will only broadcast in digital. The DTV transition will affect those who watch free over-the-air television (through either a rooftop antenna or "rabbit ears"). If you watch over-the-air programs on an analog TV, you must take action before February 17, 2009.

## Why are we switching?

Federal law requires the switch, which will free up frequencies for police, fire, and emergency rescue communications, allow broadcasters to offer more programming choices with better picture and sound quality, and allow for commercial advanced wireless services.

## Who will be affected?

Consumers who receive free television signals through antennas (rabbit ears) on TV sets that are equipped with analog tuners - and who do not subscribe to cable, satellite, or a telephone company TV service provider - will be affected.

Almost 20 million households receive only over-the-air signals in their homes, and approximately 70 million TV sets are at risk of losing their signals after February 17, 2009, if owners of these sets do not make the easy transition to DTV.

## What should you do to be ready?

You have three choices:

**1) Connect your analog TV set to a digital TV (DTV) converter box.** DTV converter boxes are available in stores at a cost of \$40 to \$70. The U.S. Government is offering two \$40 coupons per household that can each be used toward the purchase of a DTV converter box (one coupon per box). For more information about the coupons, visit [www.dtv2009.gov](http://www.dtv2009.gov), or call 888-388-2009 (voice) or 877-530-2634 (TTY).

**2) Buy a digital television (a television with a built-in digital tuner).** You do not need to buy a High Definition television (HDTV) to enjoy digital broadcast television.

**3) Subscribe to a paid TV service.** If you subscribe to a paid TV service (cable, satellite TV, etc.) you will continue to receive our primary channel, but not all paid TV services carry all of our digital channels. Note: You will need a DTV converter box for every analog TV set in your home that is not connected to a paid TV service.

## Receive MORE great TV once you do make the switch to digital...

Instead of receiving just one analog channel from Lakeland you will be able to receive six digital channels all broadcasting 24x7 using either a DTV set-top converter box or a new television with a digital tuner. Lakeland's digital service currently broadcasts the following:

**LHD** - Best of PBS programming broadcast in high definition

**LPTV** - The same programming as on our analog broadcast

**LKids** - All kids programming all the time!

**LCreate** - All "How To" programming (cooking, quilting, etc.)

**LPlus** - Best of Lakeland's "prime time" programming

**LMN** - Local and regional programming from Minnesota and the midwest including Minnesota legislative coverage

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# The Switch to Digital Television (DTV) is Coming!

*Get ready for dramatically  
better television.*