

# How To Strengthen PTV's Digital TV Transition & Why DTV NOW Can Help ...

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by Michael B. Soper

*Does strengthening relationships with your viewers and members OR investing scarce time and money creating your own DTV transition campaigns best serve your station?*

## Is Your DTV Transition Effort “Stalled”?

Even before the March pledge drive ended below expectations, many stations have described their “DTV Transition” efforts as stalled. If your station is in this situation, I urge you to keep reading.

## A Few Stations Are Moving Quickly

A few stations are aggressively serving viewers and members. They have produced their own fact sheets, on-air spots, and web sites. Two public television licensees were recently recognized by *TV WEEK* for their DTV efforts. Based on a nationwide competition among all commercial and public television stations, **WHYY / Philadelphia** and **Oregon Public Broadcasting** each will be presented with one of six TV WEEK Awards at this year's NAB Conference.

## Our Stations Risk Losing Viewers & Members

According to a *Consumer Reports*' Survey, More than one-in-ten (11%) Americans adults -- 23 million people -- might lose their ability to watch TV. Amazingly, more than one-in-three (36%) Americans are entirely unaware of the DTV transition.

Joel Kelsey, policy analyst for Consumers Union, the nonprofit publisher of *Consumer Reports* said, "It is now clear that the government and every media company...must do whatever it takes to make sure consumers will keep getting broadcast TV."

And the challenge isn't just informing viewers about the switch to digital TV. Those who are aware are confused. *Consumer Reports* found a staggering lack of awareness and confusion among consumers about the DTV transition, “Although purchasing a converter box is by far the most popular action planned by those aware of the transition, a staggering 73 percent are unaware of the government coupon program created to offset the cost of purchasing one of these boxes.”

How does your station strengthen its role in the Digital TV transition?

## Viewership & Membership Revenues Are At Risk

Those most at risk of losing all access to television are senior citizens – those with demographics that match those of your most loyal, renewing members.

With roughly 315 days remaining before high-power stations cease conventional, analog TV broadcasts, **public television professionals must do much more to provide viewers and members with unbiased facts and support their efforts to make a successful transition** to the coming, all-digital world.

## Taking Action On The Digital Transition At Your Station

Oregon Public Broadcasting entered into a creative partnership with TeamSoper, a direct marketing and consulting company. The result has been a DTV NOW campaign that has generated 800 requests for fact sheets a week and has resulted in the State of Oregon having the highest per-capita DTV Converter Coupon Application rate in the nation – almost 100% above the national average.

What is unique about the DTV NOW campaign is it's underlying direct response strategy. On-air spots generate requests for pre-printed fact sheets and e-mail updates that keep OPB in contact with viewers, explaining what's needed to convert to digital television, guaranteeing those viewers most at risk, and strengthening relationships with viewers in way that will lead to increased financial support.

The TeamSoper-OPB creative partnership has produced the definitive campaign for public television stations.

This is not to say that your station can't create a better campaign, but that the time-demands on your staff and the approaching deadline for analog shut-off, DTV NOW's tested campaign elements may make sense – leaving you to focus on building relationships.



## DIGITAL Television NOW Campaign

### A TeamSoper – Oregon Public Broadcasting Creative Partnership

DTV NOW provides a comprehensive digital TV transition campaign. It includes more than thirty (30) campaign elements and support through May'09. TeamSoper keeps you up-to-date on DTV.

Imagine what you and other station professionals could accomplish with these elements that are already completed and available to DTV NOW participating stations:

- Eleven On-Air Spots - All closed-captions as required by the FCC's DTV Education Order.
- On-air spot scheduling strategy & rundown [Easily meet the FCC mandates].
- DTV NOW direct response strategy & logo graphics
- Multi-page DTV NOW mini-website – customized for each station. Great info and an easy way to sign-up for “DTV Tips.” Create a site with a single click.
- DTV NOW Insert for acknowledgements or other mailings.
- Program Guide Article – from an old-timers point of view.
- Press Release – DTV NOW Campaign Kickoff announcement. Why you did it now.
- Customized "DTV NOW" Fact Sheets.
- How to guide on DTV special events.
- Fifteen–pages of FAQ's for your board, volunteers, management & staff.
- Op Ed piece / Letter To The Editor.
- DTV NOW On-Air Drive strategies, tips, and messages.
- Image Files for use on-air, in print ads, program guides, and your website.
- And much more.

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## What DTV NOW Participating Stations Saying?

- "I want to prioritize our resources in personal and even face-to-face outreach, not creating (or even compiling) high quality collateral. Your [ed. TeamSoper-OPB's] stuff looks very good, we can put it to use immediately and we won't need to update it ourselves."  
Rus Peotter, WGBY, Springfield, MA
- "The materials we have received so far are great!"
- "What convinced us was reading -- and re-reading -- Becky Chinn's commentary on Oregon Public Broadcasting's efforts in CURRENT."  
[Download Article in "pdf" <[http://teamsoper.com/pdf/Lost In Transition-CURRENT.pdf](http://teamsoper.com/pdf/Lost%20In%20Transition-CURRENT.pdf)>]
- "The mini site is fantastic! All I expected and a little more. It is already "live." (4 hours).  
Dave Hinman, WLJT, Martin, TN.

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For A Complete Description of the DTV NOW Campaign Go To > <http://www.teamsoper.com>

[Learn about the campaign and download an updated ranking of your State in DTV Converter coupon applications.]

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## What Stations Are Participating In The DTV NOW Campaign?

Here are some of stations participating in the DTV NOW Campaign:

- KCET / Los Angeles
- KLRN / San Antonio
- WNIT / South Bend
- KTXT / Lubbock
- Nashville Public Television
- Southern Oregon Public Television
- Maryland Public Television
- WGBY / Springfield
- WIPB / Muncie
- WLJT / Martin

## How Much Does It Cost To Participate In The DTV NOW Campaign?

TeamSoper and OPB are both committed to making the DTV NOW campaign available to the maximum number of stations -- both large and small. Total campaign costs for all elements and service through May'09 for a station with more than 30,000 members is \$18,000. Stations with fewer than 5,000 members total cost is \$3,000.

## Want to Learn More Or Join The DTV NOW Campaign?

Please let me know if the TeamSoper-OPB creative partnership can assist your DTV transition efforts. If you'd like to learn more or have questions, please call Michael Soper at **435-654-5896**.

**As an industry, we get one shot at helping viewers  
make a successful transition to digital.**

Thank you.

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