

### ***A DTV Action Plan, Toolbox & Completed Elements Update***

### ***What You Need To Help Viewers Before The Analog Shut-Off***

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Thanks to everyone's positive comments and suggestions our DTV Transition / Analog Shut-Off Strategy is even stronger.

**BURNING DAYLIGHT:** Since my e-mail on the 20th, we're down to just 441 days left to connect with everyone receiving your signal over-the-air -- including those sets in cable and subscribing homes.

Four stations have expressed interest in the pilot so far. Committed pilot stations will receive initial toolkit membership messages and more after the current, December'07 pledge drive. For example, e-mail message copy for pilot stations to send members regarding the availability of DTV Converter Coupon on January 1, 2008 will arrive in plenty of time to sent New Year's Day.

#### **EVOLVING STRATEGY, TOOLKIT ELEMENTS & MESSAGE CONTENT:**

Because our strategy is based in direct response, you'll receive feedback from members and viewers that will allow us to adjust and strengthen message copy with each e-mail or direct mail campaign. And, most viewers and members' questions will be quickly and easily answered using one or more toolkit fact sheets.

Will others imitate our strategy, elements or messages? Possibly, but we believe the industry will be better served as a result. In addition, working collaboratively with our pilot stations, new innovative approaches will constantly be added to the TeamSoper DTV Toolkit.

#### **TEAMSOPER TOOLBOX ELEMENTS:**

Elements in the DTV Transition Toolbox include:

- 1) Comprehensive and evolving DTV Transition / Analog Shut-Off Strategy.  
We believe now is the time for action. Pilot stations will have all the tools at hand to position themselves as:
  - The one station committed to making sure all viewers maintain reception after the analog shut-off;
  - To providing accurate facts without trying to sell something, and;
  - The station who will help viewers separate fact from fiction when approached with DTV offers that seem to be "too good to be true."
- 2) Member E-Mail Messages
  - "Station's Commitment To Help," encouragement to secure DTV Decoder Coupons, and offering a fact sheet with details.
  - Highlights of portions of basic fact sheet, urging members to "spread the word."
- 3) Web Site Enhancements for Stations
  - Countdown Clock to Analog Shut-Off
  - Copy & images for your station's DTV web page.
  - Name Capture & Fact Sheet Offers
- 4) Fact Sheets (Plain-English / Spanish that includes pilot stations logo & letter from the President & CEO), including:

- How-To Continue Receiving TV After February 17, 2009
  - How To Get & Use A DTV Converter
  - How Digital Television Works
  - Helping Family & Friends With DTV
  - DTV Set Buyer's Guide
  - A Guide To Home Entertainment, DTV Reception & Signal Quality
- 5) DTV Reception Brochure includes what viewers need to know to continue viewing after the analog shut-off. Likely to be designed as a 8 1/2" by 14" single sheet, printed two sides, two colors, and folded to create an 8-panel brochure that will mail in a standard #10 envelope.
- 6) DTV Renewal Inserts w/ direct response offer for fact sheets or brochures (One sheet, two sides, two-color, 8 1/2" x 3 1/2").
- 7) DTV Program Guide Articles describing the transition, options for reception after the analog shut-off.
- 8) Training Material for receptionists and other staff in routine telephone contact with members. They and their managers will benefit from both fact sheets and a "DTV Customer Service Overview" TeamSoper's white paper.
- 9) On-Air Spot Copy & Tag Line Offers for How-To Fact Sheets. Up to a half-dozen scripts with a direct response focus and consistent with the "we're here to help," "we'll get you the facts," and "we'll help separate fact from fiction."
- 10) Getting DTV Into On-Air Pledge Drives. You can't afford to pass up the income of your on-air drives, but you can use the event to build awareness and offer viewers copies of the DTV Fact Sheets described above.
- 11) Pilot Station E-mail Updates
- Updates and links to what we believe are the most important findings on the internet and, especially, the Affinity Coalition Group DTV web site.
  - Updates on the latest research, the evolving nature of our DTV Transition Strategy and what station-based techniques are becoming best practices.
- 12) Toolbox Images & Diagrams  
Rights to use a collection of digital images (jpg's) and diagrams used in our fact sheets, brochures and web site elements.

### **FACT SHEET & BROCHURE DESIGN, PRINTING & DELIVERY**

The only costs NOT included in the toolkit package are:

- 1) Complete customization, graphic design, printing, and delivery of fact sheets and brochures, and;
- 2) Customization, design, printing and mailing of one-to-four of the currently scheduled direct mail campaigns to members.

#### Complete Print Production Management:

These fact sheets, brochures, and direct mail campaigns will be made available at highly competitive prices.

We believe our team can produce and mail these faster and at lower unit costs than typical stations. (E.g., TeamSoper prides itself in moving at the speed of our clients and has mailed special appeal campaigns in just 18 working days from initial contact).

Every element in the above toolkit that pilot stations wish to have designed and printed will be customized with stations' logos, welcome letters from stations' Presidents / General Managers, etc. Stations will approve customized copy and artwork.

Printed fact sheets and brochures can be shipped at low rates direct to your station or the mail shop handling renewals or other mailings.

Do It Yourself: Participating pilot stations can also design and print these materials locally.

### **DIRECT MAIL SPECIAL APPEAL MAILINGS & FACT SHEET OFFERS**

- March'2008: Special Appeal Mailing / "Spread The Word" – "Identify Those At Risk" Includes basic fact sheet or brochure & offers other fact sheets.
- July'08: Special Appeal Mailing / "Donate A Decoder & Possible Installation"
- October'08: Acquisition & Special Appeal / "The Time Is Now"
- March'09: Special Appeal / "Final Report" / "Identify Those Lacking Reception"

Overall, our goal is to minimize your need to "reinvent the wheel" benefit from the feedback of all pilot stations, and help you take immediate action, recognizing the risks of losing viewers and members and the overall "need for speed."

Pilot stations can adopt the goal of "leaving no viewer behind" when analog shuts off for the last time on February 17, 2009. Our strategy recognizes that individual spots are too short to provide much DTV information. And, the average stations' audience GRP's are too low for a series of spots to reach most viewers and be effective.

Our strategy moves beyond simply building awareness of the DTV Transition to creating direct response mechanisms that provide second-level, early adopters with fact sheets and other information to help "spread the word" about the

options available for each television in a household.

Our direct response strategy informs viewers and engages potential new members. Those viewers who request fact sheets will be encouraged to become active members, joining with current members personally and financially to help "spread the word."

Because millions of viewers needing to take action within the next fourteen months, we are concerned there is a real possibility of scams and other misinformation.

Therefore, we've added another powerful message to the commitment to help all viewers make a successful transition to DTV. Viewers best defense against scams are the facts required to continue using every TV set in their home after the analog shut-off. Viewers and members trust public television and the DTV transition is a perfect time to remind them we're here to help sort fact from fiction.

While February 17, 2009, the shut-off date for analog broadcasting will come and go without notice to many viewers; public television stations still face a significant risk.

Over-the-air viewers may be disproportionately loyal, long-term public television members. These members may well be older and feel less comfortable with change or the need to purchase and install decoders and / or a new television set. And they are at great risk of being left behind.

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**THE COST OF PARTICIPATION**: Pilot stations will have access to a complete DTV Transition toolbox for a relatively modest fee based on their annual number of active members.

The first-half of this fee is due upon commitment with the remainder paid over monthly installments during 2008. Stations who remain current in their payments will have the right to use any and all elements of the toolbox with their existing broadcast coverage area.

If you need customized materials for your station's DTV Transition Campaign, take a moment to talk with us. Let us know what toolkit elements you fee are most essential. Then, ask us for a quote.

Have questions, comments, or suggestions? Please give me, Michael Soper, a call at **435-654-5896**.