



“DIGITAL TV NOW!”

A Direct Response Campaign For Public Television Stations’ DTV Transition

Today, January 3, 2008, TeamSoper announces the availability of “**DIGITAL TV NOW!**,” an integrated marketing campaign that will give you all the tools you need to help your members and viewers successfully switch to DTV over the next 13+ months.

The TeamSoper approach to the digital switch will complement both PBS and individual stations’ awareness efforts through the use of powerful direct response marketing strategies. The campaign will be both cost-effective for your station and will save you valuable time and resources. We’ll help keep your station on top of the digital switch throughout the next year and beyond.

<i>DIGITAL TV NOW CAMPAIGN FOR PTV STATIONS</i>	
Station Pricing Information	Page 3
Campaign Element Descriptions	Page 4

“**DTV NOW!**,” our shorthand name for the campaign, is available to support the transition efforts of all public television stations – large and small. TeamSoper encourages your station to position itself as THE trusted source of DTV information and as a helping hand throughout the digital transition. How much help you feel you can promise is up to each station, but this campaign is designed to help fulfill your promise.

TeamSoper and **Oregon Public Broadcasting** have entered a creative partnership to produce the “**DTV NOW!**” campaign. Available to all public television stations, this campaign will assist and strengthen stations’ efforts to help viewers and members make successful transitions to digital television from now through May’09.

This partnership will create more than thirty individual **DTV NOW** campaign elements, including a dozen on-air spots, member e-mails, web tools, and more. We’ll provide a suite of **DIGITAL TV TIPS** designed to answer viewers’ most frequent questions.

When you combine these on-air elements with direct mail and e-mail delivery of information your viewers and member can use, you will inspire action, trust and loyalty. The digital transition can be a “winning opportunity” for the future of your station.

Steve Bass, President, OPB, said in a recent letter to station managers, “***We have implemented many aspects of this (TeamSoper) strategy already ... We’re making an all-out effort ... But we can see the payoff already. I encourage you to take a look at this campaign. I believe there is tremendous value here at a very reasonable cost.***”

The “***DIGITAL TV NOW!***” campaign, running through May 2009, includes 30+ individual elements – including on-air spots, web materials, e-mails, direct mail, customer service materials, phone scripts, brochure templates and more.

Every element of the TeamSoper Campaign can be put to use the moment it’s delivered. For example, the moment stations sign up, they will receive e-mail copy and fact sheets to support the DTV Converter Coupon offer from the NTIA.

For those stations seeking to customize the campaign, there are easy-to-edit documents. Combined with supplied graphic images and photos, the campaign will help you build a strong, positive position within your coverage area, telling the PTV story with respect to the transition.

This campaign is NOT about explaining “analog technology” to viewers so they’ll know what’s going away. And, unlike other broadcasters’ efforts, our messages are NOT based on creating “FEAR” that viewers’ televisions won’t work after February 17, 2009 – something of real concern with older viewers and our most loyal members.

Instead, TeamSoper’s campaign theme, “***Digital TV Now!***” supports a variety of key public television messages about the DTV transition, including:

1. The need viewers' may have to change the way they receive and watch television.
2. Our commitment to viewers to be a source of facts and a helping hand.
3. That we are now broadcasting programming on digital channels—e.g. , you don't need to wait for February 17, 2009 to watch.
4. We're excited about the potential of digital technology, but our highest priority remains giving viewers excellent, definitive content and programs.

Membership professionals have contributed much to the design of TeamSoper’s campaign. For example:

- The resulting direct response campaign elements will allow you to secure additional gifts from current and lapsed members to assist in “spreading the word.”
- Gifts of extra, unused DTV Converters to your station will allow you to provide them to those viewers and members most at risk of losing the ability to watch television.
- Fact sheets will help you build lists of viewers who want to be kept up-to-date on the DTV transition and who will also be encouraged to become active members of your station.

TeamSoper can, as an optional service, capture and cultivate e-mail inquiries from viewers and produce and mail personalized acquisition letters to non-members expressing interest in learning the facts about your station’s plans for the DTV transition. This service will help maximize your campaign revenue and minimize your expenses and professional staff’s time in managing print production, recycling excess inventory, and fulfilling fact sheet requests.

DTV NOW is synergistic with PBS’s efforts. No doubt, PBS will provide quality spots and useful materials based on their two-phase approach that begins with education and ends with action, however:

- We believe that informed viewers will take action to get digital TV now the moment we let them know there are positive reasons to switch – interference-free pictures & CD-like sound.
- We believe viewers are unaware there is anything to watch on digital TV and that, once they are aware, they want to understand their options. With over-the-air signals providing the highest quality signals, winter of 2008 / 2009 is not the time to install or adjust an outdoor antenna.
- We believe viewers will applaud our strategy of providing unbiased facts about their digital TV options. In addition to helping these viewers switch to digital, the fact they watch public television and took action to receive fact sheets make them good potential members.
- We believe the opportunity exists to build new friendships with viewers because of the complexity of the switch to digital TV. Provided with their names and addresses, stations can provide a continuous supply of DIGITAL TV TIPS to help viewers and members make a successful switch to digital TV now – and identify those who remain at risk as we approach the analog shut-off deadline.
- We believe that each element in a campaign should be synergistic with every other element and that they are “road tested” by OPB and are constantly refined / improved by the TeamSoper-OPB creative partnership before you receive them, and;
- We believe there will be a customer service nightmare in the final weeks of the campaign unless we begin to urge people to take action now. The DTV Now strategy includes a suite of on-air spots and another suite of “mini spots” that urge viewers to contact you by going to your web site or calling your member hotline to sign up for helpful, fact-filled DIGITAL TV TIPS.

Affordable Station Pricing: We believe you’ll find the thirty-plus elements in our “Digital TV Now!” Campaign of real value. It will generate revenue and reduce costs.

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 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.

One professional describe the cost as a \$0.60 per member insurance policy. Another said DTV NOW breaks down to less than \$200 to \$1,100 per month depending on a station's membership --- and, ultimately, member revenue. One participating station secured DTV NOW funding from a major donor.

Have questions? Want a price quote? Have suggestions to make DTV NOW even better? Call me at 435-654-5896. You’ll be surprised how quickly you can launch a comprehensive DTV transition campaign.

Thanks, Michael Soper

E. msoper@teamsoper.com

P. 435-654-5896

DIGITAL TV NOW!™

© 2007, TeamSoper

A CAMPAIGN TO HELP YOUR VIEWERS AND MEMBERS MAKE THE SWITCH TO DIGITAL TELEVISION

TEAMSOPER'S COMMITMENT: To give you the tools to ensure that all of your viewers and members successfully prepare to receive DTV now – or as soon as possible – and certainly before analog broadcasts cease on February 17, 2009.

We will:

- Track DTV issues, national campaign strategies, and best practices for you;
- Incorporate the best of these strategies to give you a complete and timely suite of resources to implement your effective local campaign;
- Provide you with key campaign elements and critical updates, designed for relatively uninformed viewers, available for use through May 2009.
- Provide fully-templated elements ready for use as provided without additional effort, plus versions of each element that can be customized locally.

CAMPAIGN STRATEGY: This campaign is built around direct response marketing concepts and excellent customer service tactics. Campaign elements will be designed to help all viewers make the DTV transition. They will encourage members to be active, to spread the word, and to help fund efforts to spread the word. Elements will also be designed to acquire names and addresses of viewers for future membership fundraising activity.

CAMPAIGN ELEMENTS

1. MAIL INSERTS

- Buckslips for use in fulfillment and/or acknowledgement packages.
- President's letter to accompany fact sheet offers, acknowledgements or other special mailings.
- Renewal mail inserts.

2. FACT SHEETS

- Primary Fact Sheet: This sheet describes the benefits of DTV and how it may change the way viewers receive and watch television, including options for those who receive over-the-air television or subscribe to satellite or cable services. It describes how to secure DTV Converters, signing up for Discount DTV Converter Coupons, and how to hook up DTV converter boxes to conventional television sets. The fact sheet can be used to fulfill requests resulting from on-air spots and contains DTV Converter Coupon details.
- Reception Fact Sheet: This fact sheet provides details on the various options for receiving DTV and includes a planning sheet to make every television DTV capable.
- Quality Fact Sheet: How to get the highest quality DTV signal, including television set options (DTV, HDTV, conventional set with DTV Converter) and the role of antennas.

- Fact Sheet Fulfillment Center: For those stations seeking to minimize the commitment of staff time, TeamSoper will manage the fulfillment of fact sheets with customized station cover letters (See Optional Services #19 below).

3. ONLINE

- Basic DTV content for your website.
- Web-based sign-up forms to easily to capture viewers’ names and fulfill requests for fact sheets.
- Monthly content updates for your website of important DTV News (e.g., DTV Converters now available at the following national retailers) and a more personal, “President’s Letter.”
- Custom Digital Planning Tool: A web tool to help viewers understand their DTV options for every television in their home.

4. MICRO-ACQUISITION DIRECT MAIL

- Member acquisition letter copy for small mailings targeting those who have expressed an interest in DTV.
- Mailings to be sent within a month after viewers receive their fact sheets.
- Participating stations can customize the provided copy and produce these small, personalized acquisition campaigns on their own.
- Stations can alternatively use TeamSoper’s micro-acquisition production and mailing services (See Optional Services #18 below).

5. SPECIAL APPEAL DIRECT MAIL

- Copy for four mailings to: Encourage your viewers to spread the word; to help you identify those most at risk of failing to make the DTV conversion; and to help you fund some of the significant costs of leading members through this transition.
- February / March’2008: Special appeal mailing / “spread the word” – “identify those at risk” includes basic fact sheet or brochure and 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”
- As with the micro-acquisition mailings above, stations can customize the provided special, additional gift appeal copy, produce and mail these campaigns in-house or utilize TeamSoper’s production and mailing services (See Optional Services #14 below).

6. E-MAIL MESSAGES

- A suite of 12+ targeted e-mail messages; one provided each month, to be sent to your station’s e-mail list, or to be incorporated into your e-newsletter.
- Messages will focus on your station’s commitment to help, encouragement to secure DTV Decoder Coupons, fact sheet offers, and “spread the word” campaigns.
- Additional, related web content will be provided for stations wishing to include hyperlinks from their e-mail messages to additional information on the DTV pages of their web sites.

7. PROGRAM GUIDE ARTICLES & INSERTS

- A set of 12 articles, provided on a monthly basis.
- Articles will share key updates and will include targeted calls to action to your members to assist your station’s efforts in your Program Guide.

- Article content will include: What’s available on DTV today; Who is most at risk of losing access to television; Set-top DTV Converter boxes; Making Connections; Where to plug cables to view DTV on your television; Success stories of helping those at risk; Getting the highest quality pictures and sound with a minimum of cable or satellite compression artifacts; etc.

8. CUSTOMER SERVICE TOOLS

- A “DTV frequently asked questions” packet w/ periodic updates, suitable for use by customer service staff, front desk staff, membership staff and volunteers.
- Scripts for outbound thank you/check-up calls.
- Telephone scripts for DTV hotline greeting.

9. EVENTS AND VOLUNTEERS

- Plan and scripts for callout program to thank members and offer a personalized “DTV transition plan.”
- Template and tools for hosting in-home or at-station “DTV Parties” – using short DVD video elements to explain the station’s commitment, DTV options, and how to connect components.
- Plan and template for a friends and family “Spread The Word About DTV” campaign.

10. ON THE AIR

- Suite of fully produced television spots, all 60-seconds in length (50-seconds content, 10-seconds for station insertion of key contact information.)
- Spots will include: 1) Basic digital information, your commitment to help, plus a fact sheet offer. 2) How to get a DTV converter coupon and how to hook it up. 3) How to get the best quality signal... sets and antenna options. 4) How to spread the word and help those most at risk of losing access to television. 5) Important DTV news or information about any significant scams or fraud.
- Scripts for above spots to be used by stations wishing to produce these spots using your own local talent.
- DTV scripts for use in pledge breaks.
- DTV scripts for use on radio for joint licensees.

11. PRESS RELEASES

- Copy for a release promoting your station’s commitment to ensure all viewers can receive DTV now – or as soon as possible – and certainly before analog broadcasts cease on February 17, 2009.
- Update on viewers preparedness for the analog shut off and those groups identified as most at risk.

12. POWERPOINT PRESENTATIONS

- Overview of the DTV Transition, the DTV Converter Coupon Program, the DTV NOW Campaign strategy, and Answers to Frequently Asked Questions.
- Updated presentations with DTV news, success in spreading the word and identifying those most at risk of losing access to all television.
- These presentations are for Board Members, station volunteers, and community groups.
- All presentations can be customized for use by participating stations.

13. MAJOR GIVING & BEQUESTS

- Inserts / Bequest Brochure copy designed to capitalize on the switch to digital being the most significant change since the invention of color TV. The challenge remains to produce programming of such quality that it matches or exceeds DTV's technical capabilities.

14. IMAGES & DIAGRAMS

- Rights to use a collection of digital images (jpg's) and diagrams used in our fact sheets, brochures and website elements. Images will be contributed by participating stations and / or produced by TeamSoper.
- Example images are HDTV vs. conventional screen aspect ratios, picture quality comparisons, etc.

15. OPTIONAL ADDITIONAL SERVICE**FACT SHEET FULFILLMENT CENTER**

- Eliminate the need to print and inventory fact sheets.
- Each fact sheet will be sent with a personalized letter from your station, including logo, address, and signature.

16. WEB BUTTON FOR STATIONS' WEBSITES WITH LINK TO COUPON

- Button / link for stations' websites explaining "why get a DTV Converter" linked to NTIA \$40 discount DTV Converter Coupons sign up page.

17. LETTER TEMPLATE FOR CONGRESS & STATE LEGISLATURES

- Updates for elected representatives on stations' DTV Transition activities.

18. OPTIONAL ADDITIONAL SERVICE**SPECIAL APPEAL & MICRO-ACQUISITION PRINT & PRODUCTION**

- Maximize staff's time by simply customizing the supplied special appeal copy and collaborating with TeamSoper's direct mail experts to produce a direct response design to your satisfaction, segment your data file, print, personalize, and insert your campaign into the mail stream – all at competitive prices.

19. OPTIONAL ADDITIONAL SERVICE**FACT SHEET FULFILLMENT CENTER**

- Eliminate the need to print and inventory fact sheets.
- Each fact sheet will be sent with a personalized letter from your station, including logo, address, and signature.
- This center, managed by TeamSoper, can also mail a special, personalized, micro-acquisition letter to those who have requested fact sheets.

COPYRIGHTED MATERIAL: This document and the elements developed for this campaign are protected by copyright as noted in individual documents. Clients who are participating stations in good standing are licensed to use these materials within the geographic areas they serve, but not to provide or otherwise enable third party use. Clients may customize materials and are urged to make them available to TeamSoper for the benefit of all stations participating in this campaign.