



Public television makes your switch to digital TV easy.

You can receive and watch digital television right now for as little as \$10!

It's easy and inexpensive to enjoy digital television. All you need is a small digital converter box, or a TV set with a digital tuner.

Digital TV means...

- More channels – over-the-air to you – free, as always
- More of your favorite PBS programs and local public television specials
- Better picture and CD-like sound

What is the switch to digital television?

Think of the switch to digital television like the evolution in music from record albums to CD's. Since it's inception, conventional television that you're familiar with, has been broadcast in an analog format. Today, under legislation passed by congress, all full-power TV stations broadcast in both analog and the new digital format. The final step in converting to all-digital television will occur on February 17, 2009 when analog transmitters are switched off forever.

How will this affect me?

If you watch a conventional, analog TV set and use an antenna or "rabbit ears" to receive over-the-air signals, you will need to make a change to continue watching television after February 17, 2009. After that date, there will be no analog signals broadcast. If your TVs have digital tuners, or if you have cable or satellite service, your television reception will continue uninterrupted - you've already made the switch!

How do I tell if a TV set is analog or digital?

If the TV is more than a couple of years old, it's probably not digital. Check your owner's manual to see if it mentions a digital tuner, or look on the set to see if it has an "ATSC Tuner." If it has one, the TV set is digital, and you've already made the switch. You can also check the manufacturer's Web site for further details about your model. If there's no mention of digital (Note: "digital-ready" is NOT ready enough) or ATSC, then you have an analog set, and you'll most likely need a digital converter.

What should I do?

Don't worry. There's a simple and inexpensive way to switch to digital TV. A one-time purchase of a small, set-top converter box will allow your conventional (analog) TV set to continue to work with all digital broadcasts. After a simple initial setup, your viewing will continue just as before, free as always. You'll get new digital channels, and you'll probably experience improved reception, picture and sound too. Converter boxes are about the size of a hardcover novel and are expected to cost between \$50 and \$70 each. The U.S. Government is offering two \$40 coupons per household, making the cost of a digital converter as little as \$10.

How to get digital TV converter box discount coupons:

Request Online: www.dtv2009.gov

Request by Phone: 1.888.DTV.2009

Do I need to buy a new TV?

No. There's no reason to buy a new TV unless you choose to. A set-top digital converter box hooked to your current TV set will allow you to continue watching TV after the digital switch. You'll need one box for each analog TV set you want to continue to watch.

Do I need to subscribe to a cable or satellite service?

No. If your set receives free TV signals today, there's nothing about the switch to digital that will require you to switch to a paid service. In fact, satellite services do not offer all Public TV digital channels. Some cable and satellite services compress TV signals, so the highest quality digital picture is often received via antenna, for free.

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web site at www.wljt.org
or call us at 731-881-7561

What if I decide to buy a new TV?

If you wish to upgrade to a new TV set, you'll need to choose between standard-definition digital TV and high definition digital TV. High definition offers the very best picture. Although prices are coming down, high-definition TVs will always be more expensive than standard digital sets. As long as you buy a digital TV with an ATSC digital tuner, you'll be set up correctly.

What's the difference between high-definition TV (HDTV) and digital TV (DTV)?

Consider digital TV the higher-quality replacement for conventional (analog) television broadcasts. By itself, digital TV does not provide the theater-quality broadcast of High Definition Television (HDTV). Put another way, without the switch to digital broadcasting, there would not be a way to receive free, over-the-air HDTV signals. To be able to view all HDTV features, you need an HDTV set – these are the sets with wider screens – similar to motion picture screens.

Taking the extra step to HDTV is entirely optional for you, just as is adding surround sound or creating a home entertainment center. High definition provides a much higher picture resolution and a very clear, detailed picture.

Why is this switch necessary? Is digital TV really better?

Digital television's (DTV) picture quality, sound and reception are superior to conventional analog broadcasts. Digital signals are less prone to interference and reception problems like "snow" and "ghosting." DTV also allows multiple programs to be broadcast simultaneously using the same bandwidth (e.g., channel space) needed for a single analog program. This means we can offer more channels, programs, schedule choices and variety. DTV also enables stations to transmit additional data services, including significantly improved closed captioning for the hearing impaired. Because DTV takes up less bandwidth, the excess can be used for emergency first responders, public agencies and more wireless services.

Will my current cable or satellite service continue to work?

You should be able to continue watching your existing TV with your current cable or satellite service. Some services may require the addition of a new digital box, supplied by your provider, most likely for an additional fee.

Digital cable or satellite boxes are not the same thing as digital converter boxes. They perform different functions. Please check with your service provider to find out what you need, what they offer, and at what price.

Will my TV antenna work with new digital signals?

If your current antenna is both VHF and UHF and if it captures a good incoming signal now, it should work when it's hooked to your new converter box or new digital TV. In fringe reception areas, it's possible you'll need to upgrade your antenna. Outdoors, antennas that are bigger, higher, closer to (and pointed at) the transmitting tower are all better. Visit www.antennaweb.org to get details about how to aim your antenna toward our transmitting tower and for advice about which antenna style might be best for your specific home's location.

What about those of us in rural areas who receive over-the-air signals from translators or relays?

Digital conversion of all stations' rural translators (relay stations) awaits an implementation plan from the Federal Communications Commission and, depending upon the location, may involve some additional changes that will occur after February of 2009. Viewers served by rural translators will want to buy converter boxes with an "analog pass-through" feature. Public television stations' existing analog translators will continue service to those areas until the translator plan is complete.

Will my existing VCR still work with a converter box?

Your VCR will continue to work with your TV. However, because your converter box will control which channel you're tuned to on your television set, you will not be able to watch one station and record another at the same time unless you hook a second converter box to your VCR. Recordings you make from your TV will be in analog, not in digital or HDTV, but can still be played back on your TV set. Clocks in most VCR's will not be automatically set to the current time, since the converter box does not translate that information.

Is public television changing its broadcasts?

Only for the better! You'll still get all the programs you love from public television, plus you'll have more program choices and viewing options with digital television.

Key things to know

- Over-the-air PUBLIC TV reception will continue after the February 17, 2009 switch to digital TV.
- WLJT is already broadcasting a digital signal with three (3) different program channels.
- Digital converter boxes should be available for purchase by March or April of 2008. The government has begun mailing the converter box coupons.
- \$40 discount coupons for converter boxes. See details on page one.