



## Analog Shut Off Test New York City

Dear Colleague,

In close coordination with FCC Commissioner Adelstein and a range of partners in your market, ION Media Networks, NBC Local Media, The Association of Public Television Stations and Telemundo is asking you and your station to join us in launching "soft" analog shut off tests in the New York City DMA. These will be planned, publicized, and temporary interruptions of analog broadcasting. The tests will provide real-time alerts to consumers to increase their DTV readiness and provide valuable data to broadcasters, cable and satellite companies, the FCC, NTIA, and Congress about consumer and industry response.

### **We Welcome a Broad-Based Effort**

We appreciate the outreach by Commissioner Jonathan Adelstein in initiating this round of ASO tests, and we seek a high degree of coordination and support across the FCC in planning and monitoring the tests. We are asking you for input and suggestions in shaping our test initiatives. Additionally, we will reach out to the cable and DBS industries for their participation. We are planning the first New York City test event to take place mid to late October with our first conference call planning session slated for Wednesday, September 24, 2008 at 2:00pm ET.

Please join us by responding to Susan Nye, Soft Analog Shut Off Coordinator, by clicking on the following email address [susannye@ionmedia.com](mailto:susannye@ionmedia.com) and provide us with your contact information. By doing so, will also automatically add you to the mailing list for future updates. If you would like to speak with us personally, please feel free to contact Joseph Koker, President Television Station Group, [josephkoker@ionmedia.com](mailto:josephkoker@ionmedia.com), or you may phone Joseph directly in Los Angeles at 818-524-1867. We look forward to your participation.

Respectfully,

ION Media Networks, NBC Local Media,  
Association of Public Television Stations,  
and Telemundo