



FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, DC 20554

Office of Commissioner  
Jonathan S. Adelstein

August 13, 2008

Dear Digital Broadcaster:

The DTV transition – February 17, 2009 – is fast approaching and we need all hands on deck to make sure that we have a seamless move to the world of digital TV. From my position at the FCC, I have been advocating soft cutoffs of analog TV to educate consumers and help identify potential problems before the hard cutoff in February 2009. In soft cutoffs, broadcasters briefly turn off their analog signal, preceded and followed by public service announcements that explain how the transition will work and how to get digital TV. Consumers who receive digital signals – through antenna, cable, or satellite – will be reassured by the cutoff, while those who are not yet ready for the transition will get the information they need to prepare for digital TV.

I am pleased to join with ION Media Networks to encourage broadcasters and cable and satellite operators across the country to conduct soft cutoffs. By working together, we can make sure that the diverse populations we serve are ready for the DTV transition. Thank you for your support.

Sincerely,

A handwritten signature in blue ink that reads "Jonathan S. Adelstein". The signature is written in a cursive style with a large initial "J".

Jonathan S. Adelstein  
Commissioner  
Federal Communications Commission