



Federal Communications Commission
Washington, D.C. 20554

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May 5, 2008

Mayor Clarence Phillips
City of Pontiac
450 East Wide Track Drive
Pontiac, MI 48342-

As you may know, our nation is in the process of transitioning free over-the-air television broadcasting from an analog format to an all-digital format. Stations in all U.S. markets are currently broadcasting in both analog and digital. We would like to partner with you to educate consumers about the steps they may need to take in order to prepare for the DTV transition. As part of the Commission's outreach efforts, we are particularly interested in reaching vulnerable groups such as senior citizens, non-English speaking consumers, minority communities, those with disabilities, low-income consumers, and those living in rural areas or on tribal lands.

By law, February 17, 2009 is the last day for full-power television stations to broadcast in analog, and they will broadcast only in digital after that date. Benefits of the DTV transition include freeing up frequencies for police, fire, and emergency rescue communications, allowing for advanced commercial wireless services, and allowing broadcasters to offer better picture and sound quality and more programming choices. Many consumers rely on over-the-air broadcasts for important public safety information such as severe weather reports and other government warnings and advisories, as well as local and national news and public affairs programming.

We would like your assistance to help spread the word about the DTV transition. This can include placing posters and materials in public venues, making announcements at public meetings, sponsoring consumer awareness sessions, placing articles in newsletters, establishing a link from your official website to www.dtv.gov, and distributing materials at events. We can provide you with these materials and work with you on any DTV transition events you may want to schedule. Since the transition deadline is less than ten months away, we look forward to working with you soon to facilitate these efforts. Please contact Rachel Kazan or Jill Pender in my office at 202-418-1400 or via e-mail.rachel.kazan@fcc.gov or jill.pender@fcc.gov to discuss these and other possible outreach activities further.

I also encourage you to visit our DTV website, www.dtv.gov, where more information is available, including an Outreach Toolkit that provides DTV logos and "countdown clocks" for your website; sample news releases, articles, and PSAs; a DTV poster; and our "DTV Deputy" program information and quiz. I look forward to working with you as the transition deadline nears, and I welcome any suggestions regarding other joint outreach efforts we might undertake.

Sincerely,

A handwritten signature in cursive script that reads "Catherine W. Seidel".

Catherine W. Seidel
Chief, Consumer and Governmental Affairs Bureau