

# NAB's TV Answers Campaign

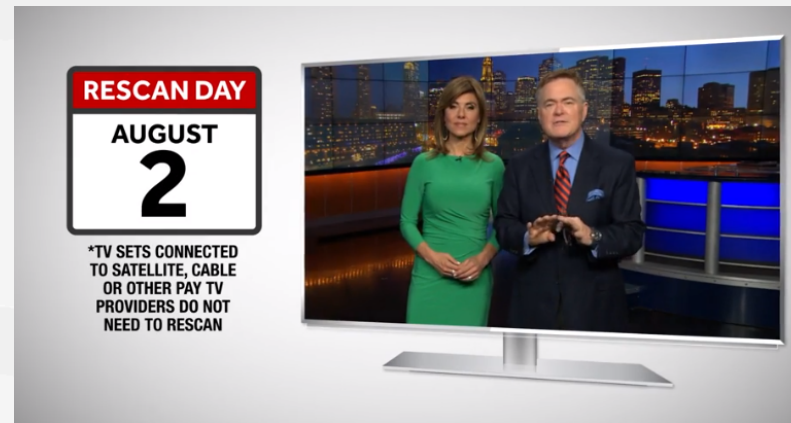
*Preparing Indiana Viewers for the TV  
Repack*

# Our Goals

- Educate OTA viewers
  - Rescanning is easy
- Provide tools to help stations
  - Speak with one voice
- Work with partners to spread the word
  - Reach key OTA communities

## It's All Local

- Localized nature of repack means stations must execute viewer education campaign
- In-market coordination is important
  - Date
  - Time
  - Broadcaster partnerships



# Educating Viewers

- Complex process
- Great potential for viewer confusion
- NAB's tools provide consistent message:
  - Plan to Rescan!
  - Rescan Day

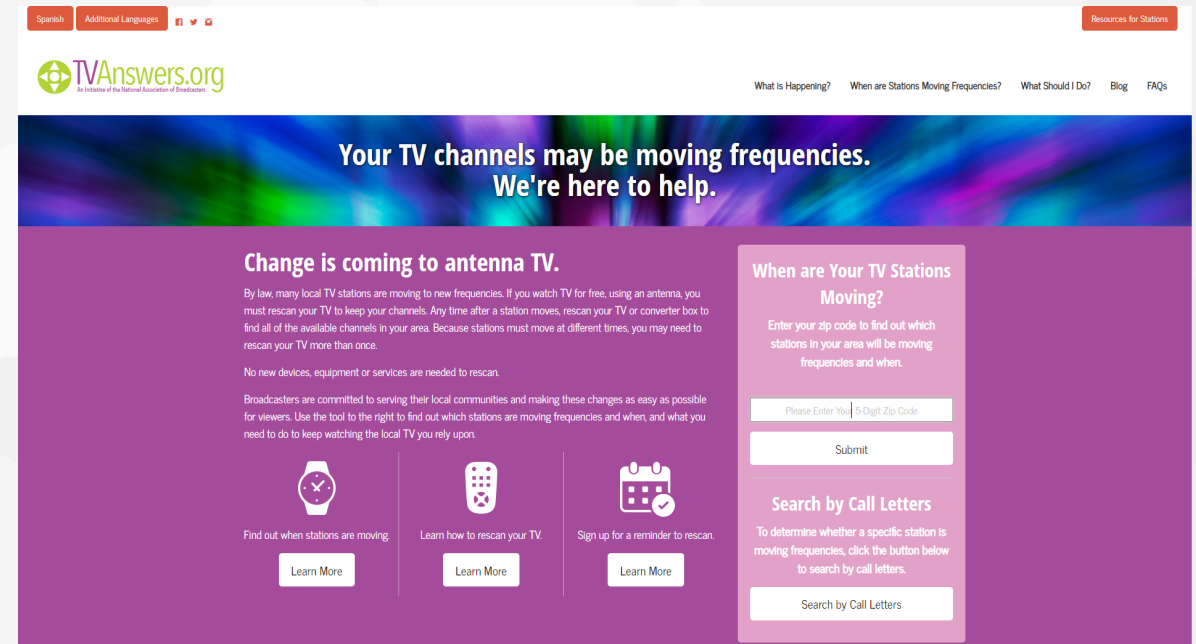
**Watch TV for free  
with an antenna?**  
Make a **plan**  
to **rescan!**

**Visit TVAnswers.org**



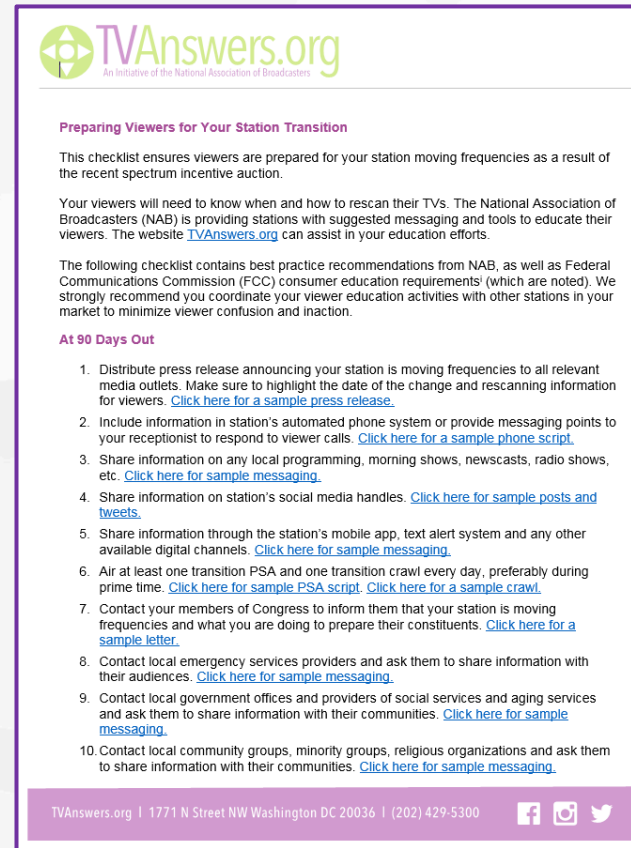
# Online

- Easy to use website where viewers can learn which stations in their area are moving and when
- Viewers can also sign up for text and email alerts
- Having accurate data (rescan days) is critical



# TVAnswers.org/Tools

- The Checklist
- FAQs
- Talking Points
- Banner ads and social media graphics
- Scripts
- Letter to local, state and federal officials



**Preparing Viewers for Your Station Transition**

This checklist ensures viewers are prepared for your station moving frequencies as a result of the recent spectrum incentive auction.

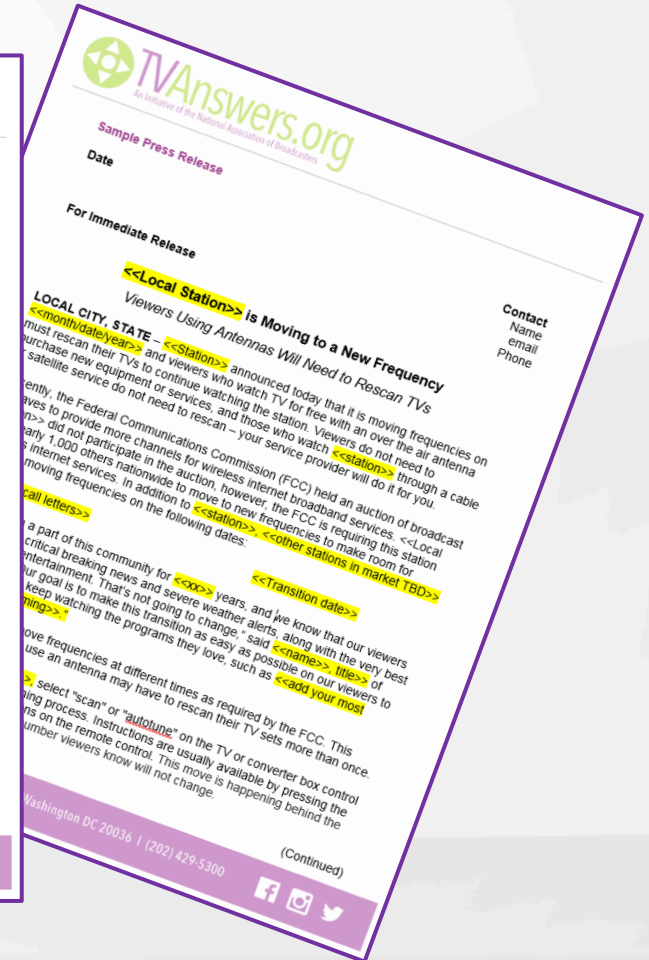
Your viewers will need to know when and how to rescan their TVs. The National Association of Broadcasters (NAB) is providing stations with suggested messaging and tools to educate their viewers. The website [TVAnswers.org](http://TVAnswers.org) can assist in your education efforts.

The following checklist contains best practice recommendations from NAB, as well as Federal Communications Commission (FCC) consumer education requirements (which are noted). We strongly recommend you coordinate your viewer education activities with other stations in your market to minimize viewer confusion and inaction.

**At 90 Days Out**

1. Distribute press release announcing your station is moving frequencies to all relevant media outlets. Make sure to highlight the date of the change and rescanning information for viewers. [Click here for a sample press release.](#)
2. Include information in station's automated phone system or provide messaging points to your receptionist to respond to viewer calls. [Click here for a sample phone script.](#)
3. Share information on any local programming, morning shows, newscasts, radio shows, etc. [Click here for sample messaging.](#)
4. Share information on station's social media handles. [Click here for sample posts and tweets.](#)
5. Share information through the station's mobile app, text alert system and any other available digital channels. [Click here for sample messaging.](#)
6. Air at least one transition PSA and one transition crawl every day, preferably during prime time. [Click here for sample PSA script.](#) [Click here for a sample crawl.](#)
7. Contact your members of Congress to inform them that your station is moving frequencies and what you are doing to prepare their constituents. [Click here for a sample letter.](#)
8. Contact local emergency services providers and ask them to share information with their audiences. [Click here for sample messaging.](#)
9. Contact local government offices and providers of social services and aging services and ask them to share information with their communities. [Click here for sample messaging.](#)
10. Contact local community groups, minority groups, religious organizations and ask them to share information with their communities. [Click here for sample messaging.](#)

TVAnswers.org | 1771 N Street NW Washington DC 20036 | (202) 429-5300



**Sample Press Release**

Date \_\_\_\_\_

For Immediate Release

**<<Local Station>> is Moving to a New Frequency**

Viewers Using Antennas Will Need to Rescan TVs

LOCAL CITY, STATE - <<Station>> announced today that it is moving frequencies on <<month>> <<year>> and viewers who watch TV for free with an over the air antenna must rescan their TVs to continue watching the station. Viewers do not need to purchase new equipment or services, and those who watch <<station>> through a cable or satellite service do not need to rescan - your service provider will do it for you.

Recently, the Federal Communications Commission (FCC) held an auction of broadcast frequencies to provide more channels for wireless internet broadband services. <<Local station>> did not participate in the auction, however, the FCC is requiring this station to move to a new frequency. In addition to <<station>>, <<other stations in market TBD>> are moving frequencies on the following dates:

<<Transition date>>

As part of this community for <<years>> years, and we know that our viewers rely on critical breaking news and severe weather alerts, along with the very best entertainment. That's not going to change," said <<names>>, <<titles>> of <<station>>. Our goal is to make this transition as easy as possible on our viewers to keep watching the programs they love, such as <<add your most popular programming>>.

Viewers may have to rescan their TV sets more than once. Select "scan" or "autotune" on the TV or converter box control panel. Instructions are usually available by pressing the "help" button on the remote control. This move is happening behind the scenes so viewers know will not change.

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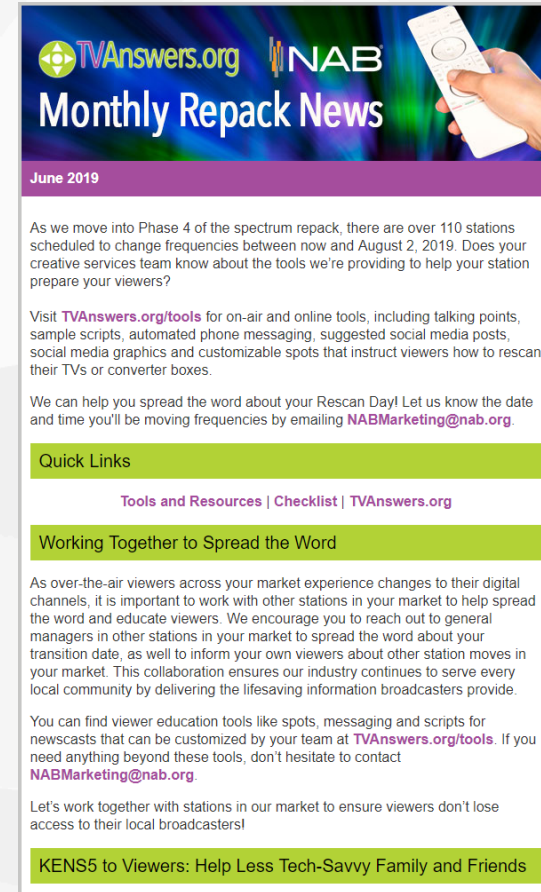
# Spots

- Rescanning video
- Customizable spots in :60 and :30, English and Spanish
- Spots featuring syndicated talent
- Radio toolkit



# Monthly Newsletter

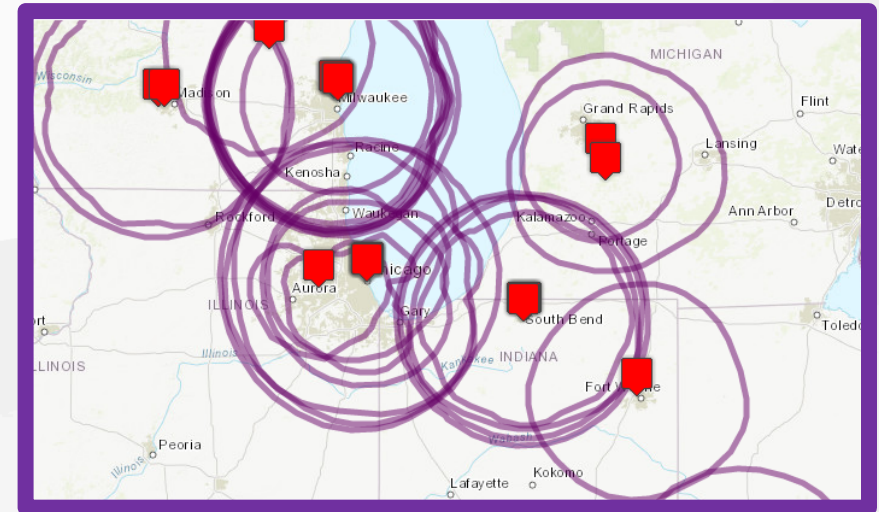
- NAB's monthly newsletter keeps you informed of changes, campaign activities and alerts you to new tools
- Sign up by emailing [NABMarketing@nab.org](mailto:NABMarketing@nab.org)





# Linked Station Sets

- A station must move before you can move onto their frequency, OR your station must move before another station can move onto your frequency, or both
- 28 Indiana stations involved in “sets” in Phase 6
- Must coordinate with the stations moving before and after you to ensure everyone can move by the deadline



## How You Can Help

- Tell your creative services team about [TVAnswers.org/Tools](https://TVAnswers.org/Tools)
- Use common language
- Share your station's Rescan Day with NAB
- Let your FCC regional coordinator know if you encounter problems
- Tell local, state, federal officials what's happening, and educate civic and community groups



# Contact us

NABMarketing@nab.org