



## North Carolina Department of Health and Human Services Division of Social Services

2420 Mail Service Center • Raleigh, North Carolina 27699-2420  
Courier # 56-20-25

Michael F. Easley, Governor  
Dempsey Benton, Secretary

Sherry S. Bradsher, Director  
(919) 733-3055

May 15, 2008

Dear County Director of Social Services:

Re: Digital Television Transition and Converter  
Coupons

The Digital Television Transition and Public Safety Act of 2005 includes a provision for changing all television signal transmission from the current analog to digital technology effective February 17, 2009. Digital broadcasting is more efficient than analog technology and less of the airwaves are needed to provide programming to consumers. Among the benefits of the switch to all-digital broadcasting is that it will free up parts of the broadcast spectrum for public health and safety communications, including police, fire departments, rescue squads and other emergency communications.

The purpose of this letter is to let you know about the potential effects of the transition on your agency's customers who may still use "rabbit ears" or a rooftop antenna for TV reception in their homes. These households will need to purchase a converter box to ensure reception once the conversion is complete. The converter will not eliminate the need for the antenna or rabbit ears, but will enable the analog TV to accept the digital signals.

A converter coupon program is available without financial eligibility restrictions that provides up to two coupons valued at \$40 each to households upon request. These coupons can be used at most retailers for certain converter models and must be presented at the time of purchase. Coupons are good for 90 days from the date of issue. They may be requested by calling toll-free 1-888-388-2009 or 1-877-530-2634 (TTY), or by applying online at [www.dtv2009.gov](http://www.dtv2009.gov).

Here is a link to program materials available to display in your reception area to explain the digital TV transition and coupon program, <https://www.dtv2009.gov/Partners.aspx>. If you have any questions, please contact Carlotta Dixon at 919-733-3055.

Sincerely,

A handwritten signature in cursive script that reads "Sherry S. Bradsher".

Sherry Bradsher, Director

**DIR-04-2008**