

# NBCI DTV Operation Handbook FOR FAITH COMMANDS AND KEY CHURCHES



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# National Black Church Initiative

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Dear NBCI Supporter:

As you know, we are joining the National Association of Broadcasters (NAB) and the DTV Transition Coalition to raise awareness among our member and sister churches and the entire community of black churches about the upcoming switch to digital television (DTV). The U.S. Congress has mandated that full-power television stations must broadcast exclusively in a digital format by February 17, 2009.

We have created a step-by-step guide to help you and your congregations spread the word about DTV and launch educational campaigns in your faith communities. This handbook includes:

- A. Information about how to best prepare your congregations
- B. A comprehensive description of NAB's DTV campaign
- C. Talking points for our faith command center leadership
- D. An ad that you will need to place in your church bulletins
- E. A list of places where we aim to implement the DTV campaign

Viewers benefit from digital television in many ways, with crystal-clear pictures, unbelievable sound quality and more programming choices than ever before.

DTV also allows television stations to offer several channels of digital programming at the same time, a process called "multicasting." By doing so, the DTV transition will free up parts of the airwaves that can be used for public safety and new broadband services.

This is a real opportunity for NBCI to work with diverse organizations nationwide on a critical issue, and at the same time fulfill our strategic mission to help close the digital divide. We are counting on your support to ensure that our community receives the education and guidance necessary to make the digital switch.

If you have any other questions, please visit our website at [www.naltblackchurch.com](http://www.naltblackchurch.com).

Sincerely,

Rev. Anthony Evans  
President

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## **NBCI/DTV Game Plan**

Here we discuss exactly how we are going to execute the DTV campaign in our churches.

## **The DTV Talking Points**

These are the talking points you should study and utilize for presentation to media or to church groups.

## **DTV Church Bulletin Ad**

Here is a concise point by point analysis on why we are advocating for the DTV campaign. This ad must be placed in every church bulletin and must remain there until the end of the campaign in February 2009.

## **The NBCI/DTV Campaign Stops**

Here is a complete list of states where we plan to implement the DTV campaign. Our first stops are to churches in the South and Northeast. They must be completed by September 1, 2008

# THE NATIONAL BLACK CHURCH INITIATIVE (NBCI)

Who We Are:

## *Mission Statement*

The National Black Church Initiative (NBCI) is a coalition of 16,000 African-American and Latino churches working to eradicate racial disparities in healthcare and other issues. NBCI partners with 18,000 sister churches that are not members of NBCI, but have agreed to work with us in support of our efforts in Black and Latino communities. NBCI is a faith-based organization that serves vulnerable populations across the country. We engage these neighborhoods that anchor the black church.

The African-American community ranks first in eleven different health risk categories. NBCI's purpose is to partner with national health officials, public and private health institutions and businesses to provide health education, reduce racial health disparities, and increase access to quality healthcare. NBCI member and sister churches are computerized in a comprehensive network. We have six core missions:

- Eliminating racial health disparities
- A baby fund to fight neglect and abuse of babies
- Obesity projects
- Financial literacy
- Working to increase technology literacy (the digital divide)
- Working with partner organizations to preserve the environment

We look forward to establishing relationships whereby we can apply this model to specific communities and address concerns among our targeted groups.

# **THE NATIONAL BLACK CHURCH INITIATIVE PLAN TO EXECUTE A NATIONAL DTV CAMPAIGN**

NBCI is planning to carry out an extensive DTV campaign in African American faith communities nationwide. Some preliminary steps have already been completed. Based on a successful demonstration model conducted in Washington, DC on December 2, 2007, the NBCI leadership agreed it would have no problem working to coordinate this campaign nationally.

Following the Command Centers briefing, NBCI Minister Alliance Chair Rev. Mark McCleary briefed 257 ministers across the country about the success of the DTV education model in Washington. He indicated that a possible presidential directive may be released sometime during the beginning of the year authorizing full participation in the NBCI National DTV Campaign.

## **First Steps of the Campaign:**

Notify and seek endorsements from the 13 African American religious denominations. Encourage them to offer additional volunteers for the campaign.

NBCI President Rev. Anthony Evans will appoint Rev. Dr. C. Matthew Hudson, Senior Pastor of Matthews Memorial Baptist Church, to be National Chair of the NBCI DTV Campaign. We also plan to appoint key clergy representing each region of the country.

Rev. Evans will travel to Atlanta, GA to speak personally with black and white Baptist leaders and enlist their support for this campaign.

## **How We Envision Our Plan to Work:**

Once the resources are in place, NBCI will launch an aggressive campaign to mobilize its network of 34,000 base churches and engage many of the 84,000 African American churches in the United States.

Atlanta, GA – Covering all of the Southeastern States

New York, NY – Covering all the Northeastern States

Chicago, IL – Covering all the Midwestern States

Oakland, CA – Covering the West Coast (especially where there are large African American populations)

Dallas, TX – Covering the Southwestern States

\* Ministers representing these regional offices will affirm their commitment by signing an agreement in support of the initiative.

## **The Approach:**

Mobilize key NBCI churches in every region of the country to act as facilitators to the cluster churches. The key churches will be responsible for: (1) education outreach, (2) distribution of educational literature, (3) contributing volunteers and (4) implementing the “Congregational-Based Converter Box Campaign” (CBCBC). We plan to utilize the simple methodology -- “each one teach one” -- throughout our church network across the country. **We expect to reach 8 million congregants in our network.**

This is how the “Congregational-Based Converter Box Campaign” (CBCBC) will work: The Pastor will assign a team of individuals in the church to lead its CBCBC Campaign. The team will learn about the goals and objectives of the DTV Campaign from key churches in the area. The teams will then return to their churches to educate members on the importance of being prepared for the digital television transition. They will post the toll-free number and Web site in their church bulletins. **This will be a permanent announcement until February 2009.** Teams will download the coupon application form and make copies of it at the church’s expense. They will distribute the forms to the congregation, and the congregation will return the forms to the CBCBC Group.

Before widely distributing these forms, the CBCBC Group will conduct a two-month campaign to help the elderly and disabled complete the forms. Once a 90 percent completion rate has been achieved among these special groups, the campaign will be opened to all families. The CBCBC Group will also be responsible for informing congregation members about the multiple ways they can apply for converter box coupons.

The CBCBC Group will conduct this campaign throughout its entire congregation and in every organization in the church. The group will be responsible for reaching out to community-based organizations and individuals who work closely with its church.

After collecting the applications for the converter boxes, the CBCBC Groups will forward them to the NTIA.

## **Integration of Church Network into Overall DTV National Campaign:**

NBCI will integrate this existing network into the overall DTV National Campaign. This means that our faith-based Command Centers will be instructed to work with all of the major DTV sponsors and stakeholders (NAB, IBM, Department of Commerce, NTIA, Ketchum, etc.) We will also publish a contact list for our regional command center churches and regional DTV- leading Pastors on our Web site.

## TALKING POINTS

By law, full-power television stations nationwide are required to stop transmitting television signals in analog, and instead broadcast exclusively in a digital format. The deadline for this switch, known as the digital television (DTV) transition, is February 17, 2009.

- On February 17, 2009, full-power television stations must switch from the old method of transmitting signals known as the analog format to an exclusively digital format. Consumers who receive free broadcast television through antennas risk losing reception after the transition, unless they upgrade and take the steps to receive a digital signal.
- The transition from analog to digital television represents the most significant advancement of television technology since color TV was introduced. The reason America is switching to digital is because digital is a more efficient way to broadcast, and it will free up the airwaves for other services.
- There are many benefits of digital television, including crystal clear pictures and sound, and more channels and services than ever before – all for free.
- Consumers who watch TV using an antenna on television sets that have analog tuners – and who don't subscribe to cable, satellite or other pay TV service – will be affected by the transition. **Consumers who will be disproportionately affected by the DTV transition include people of color, the elderly, people who live in rural areas, people with disabilities and the economically disadvantaged.**
- Consumers who subscribe to television services such as cable or satellite should not be affected by the DTV transition and will not need to upgrade their television sets.
- Grassroots outreach efforts are a critical component of consumer education about the DTV transition.
- Organizations like the NBCI and other members of the DTV Transition Coalition are working closely together to ensure that no one loses television reception due to a lack of information about the DTV transition.
- NBCI is working with the National Association of Broadcasters to ensure that the most vulnerable consumers get the information they need to prepare for the transition to digital television.
- In 2007, NAB launched a successful partnership with the National Black Church Initiative (NBCI) to educate Washington, D.C. residents about the digital television transition. The partnership aims to help consumers most disproportionately affected by the switch.
- As a result of this partnership, 100 Washington, D.C. area churches received and posted educational literature about the DTV transition in their church bulletins. NAB staff members addressed the congregations of four churches in Wards 7 and 8 on Sunday, December 2, 2007. That same day, we also held a

press conference, which was covered by a majority of local television stations. Media coverage of the event helped increase residents' awareness about the DTV transition.

- This was a big step toward achieving our goal to ensure consumers in these communities received information about the transition and the coupon program as early as possible.
- One of the easiest and cheapest ways for consumers to get ready for the switch is to buy a DTV converter box that connects to their TV set.
- A DTV converter box is an easy-to-install electronic device that hooks up to your analog television set and over-the-air antenna. **The box converts the digital television signal into a format that analog televisions can display.**
- Congress has appropriated \$1.5 billion to fund a converter box coupon program. The program is administered by the U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA). The NTIA is offering households **up to two \$40 coupons** to help defray the cost of converter boxes.
- Consumers can apply for up to two \$40 coupons to be used toward the purchase of up to two DTV converter boxes.
- Coupons will be mailed via the U.S. Postal Service, and consumers must redeem them within 90 days.
- Converter boxes cost between \$40 and \$70 each and are available at thousands of stores nationwide, including Wal-mart, Best Buy, and Radio Shack. Consumers can also order boxes online or by telephone. You can find an updated list of retailers at <https://dtv2009.gov/VendorSearch.aspx>.
- The converter box coupon program will play a critical role in helping vulnerable communities make the switch to DTV. One of the key messages we communicate to consumers is that they need to apply early for converter box coupons to ensure they take advantage of this important subsidy.
- We also make it clear to people that they do not have to purchase a new TV set for the DTV transition. This is especially important for people on a fixed income to understand.
- Our grassroots outreach efforts will ensure that the DTV Transition is a positive experience for all consumers, and that they continue to have access to their favorite television programs and other important information from their local broadcasters.



**This will be a permanent announcement  
in the church bulletin until February  
2009.**

## **NBCI Church Bulletin Ads**

### **Is your TV ready for the switch to digital?**

On February 17, 2009, television stations nationwide will switch from the old method of transmitting television signals known as analog to new digital broadcasts.

Digital television (DTV) provides crystal-clear pictures, better sound, and more channels.

If you do not subscribe to cable, satellite or another pay television service, you may need a converter box to continue receiving free television.

The government is offering up to two \$40 coupons that you can use toward the purchase of converter boxes. To apply for coupons,  
call **1-888-DTV-2009** or visit [www.DTV2009.gov](http://www.DTV2009.gov).

# HERE ARE OUR CAMPAIGN FOCUS STOPS

Within this budget, we will target our resources on major cities where our membership and sister churches exist. We plan to implement our approach with a focus on urban centers and areas within a 50 – 60 mile range outside of these cities. In some cases, we may be able to cover significant rural areas. In other urban centers, we will only be able to cover the next largest city. Below are the number of NBCI churches in selected cities and states.

## **Southeast Faith Command**

### **Florida**

268-Tallahassee

280-Miami

12-West Palm Beach

58-Fort Lauderdale

### **Georgia**

2,560-Atlanta

99-Savannah

### **Alabama**

780-Birmingham

656-Montgomery

### **Tennessee**

860-Memphis

906-Nashville

458-Chattanooga

### **Kentucky**

362-Louisville

198-Lexington

### **North Carolina**

450-Charlotte

346-Winston Salem

462-Raleigh

241-Durham

250-Greensboro

### **South Carolina**

360-Columbia

682-Charleston

**1,609-Washington, DC**

**Virginia**

606-Richmond

1,000-Northern Virginia

**Mississippi**

1,807-Jackson

**Louisiana**

600-Baton Rouge

356-New Orleans

**Arkansas**

86-Little Rock

**Northeast****Faith Command****New York**

2,680-New York City

156-Albany

**New Jersey**

780-Newark

692-Trenton

**Pennsylvania**

1,001-Philadelphia

89-Pittsburgh

**Maryland**

1,008-Baltimore

985-PrinceGeorge's County

**Massachusetts**

400-Boston

**Mid-West****Faith Command****Ohio**

162-Columbus

289-Cleveland

466-Dayton

186-Cincinnati

**Illinois**

1,362-Chicago

**Kansas**

89-Kansas City

69-Topeka

**Wisconsin**

58- Milwaukee

**Michigan**

1,567-Detroit

**Indiana**

109-Indianapolis

**Southwest  
Faith Command****Texas**

656-Dallas

1,206-Houston

203-Fort Worth

168-San Antonio

**West****Faith Command****California**

356-Oakland

459-Los Angeles

300-San Francisco

## **Key Websites and Telephone Numbers**

### **Web sites**

**NTIA's TV Converter Box Coupon Program**

<http://www.DTV2009.gov>

**U.S. Department of Commerce**

<http://www.commerce.gov>

**National Telecommunications and Information  
Administration**

<http://www.ntia.doc.gov>

**National Association of Broadcasters**

<http://www.nab.org>

**National Black Church Initiative**

<http://www.naltblackchurch.com>

### **Important Telephone Numbers**

**To apply for converter box coupons, please call  
1-888-DTV-2009.**

**National Black Church Initiative**

**202-744-0184**

**Mailing address for coupon applications:**

**PO Box 2000**

**Portland, OR 97208**