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PRESS RELEASES



Rev. Anthony Evans

NATIONAL BLACK CHURCH INITIATIVE SUCCESSFULLY DISTRIBUTES 3.5 MILLION DIGITAL TV CONVERTER BOX APPLICATIONS

Church network educates parishioners on the Feb. 17, 2009 digital TV transition

WASHINGTON – [The National Black Church Initiative \(NBCI\)](#), under the leadership of Reverend Anthony Evans, today announced the distribution of about 3.5 million applications for the federal government's converter box coupon program to African-American congregants nationwide. The government is offering

coupons to all U.S. households to offset the cost of preparing for the transition to digital television (DTV) on February 17, 2009.

In partnership with the National Association of Broadcasters (NAB), NBCI disseminated literature containing information about the upcoming transition and an application form for the government's converter box coupon. The \$40 coupon allows residents to purchase a converter box, a low-cost option for consumers to continue receiving television signals if they are not connected to cable. NBCI has also conducted more than 20,000 educational sessions in faith-based communities all across the country.

NBCI is a partner in NAB's national multiplatform campaign to educate the transition's most disproportionately affected populations, including persons with disabilities, seniors, rural communities and racial minorities, about the DTV transition.

"This is a huge victory for NBCI, and I congratulate our member churches, our 35,000-volunteer force, dedicated ministers and NAB. NAB has played a pivotal role in helping us get out the word about the big digital switch and should be commended for its leadership," said Rev. Anthony Evans, president of NBCI.

Ms. Debra Coley-Bagley, chair of NBCI's Board of Directors added, "We are so very proud of the leadership NBCI has demonstrated on this national DTV education campaign. This clearly mirrors the broad depth and capacity that the black church is able to bring to bear concerning any national public education campaign or health preventative initiatives. There is still much work to be done, but thus far this has been an enormously successful venture. We look forward to completing the task."

Rev. Mark McCleary, who is working closely with NBCI in organizing the churches and volunteers behind the DTV campaign, said, "We have worked very hard on this project and our volunteers have given one hundred and twenty percent on helping to get out the word on DTV. Rev. Evans' leadership is clear and decisive. He is well-organized, and our volunteers in churches around the country cannot be more pleased of how he is handling this campaign."

About NBCI

[The National Black Church Initiative \(NBCI\)](#), a coalition of 16,000 African-American and Latino member churches works to eradicate racial disparities in healthcare. In addition to our member churches, we have 18,000 sister churches. NBCI is a faith-based health organization dedicated to providing critical wellness information and preventive health screening to all of its members. The African-American community ranks first in eleven different health risk categories. NBCI's purpose is to partner with national health officials to provide health education, reduce racial health disparities, and increase access to quality healthcare.

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[Download the NBCI press release on the DTV campaign.](#)



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