



Discussion Outline

I. Introduction (15 minutes)

A. Purpose: The overall purpose of our discussion is to get your feedback on communication about the switch to digital television. I'm interested in hearing if you've heard about the switch, what you've heard, and how you feel about it. I also want to show you some information about the switch to digital television, and I'd like your opinions about how clear the information is, and how easy or difficult it is to use. Your input will be used to improve communication about the switch to digital television. Our discussion will last about an hour and 30 minutes.

B. Disclosure

- Observation
- Audio and video recording
- Confidentiality assured

C. Ground Rules

- Need to hear from everyone; one at a time.
- No right or wrong answers; your personal opinions.
- Be candid; moderator has no vested interest.

E. Participant Introductions

- Name, family
- Occupation (former occupation, if retired)
- How long you have lived in the area

II. Awareness and Understanding of the Switch to Digital Television and the TV Converter Box Coupon Program (30 minutes)

A. Who has heard about the switch to digital television? (Get a show of hands)

1. What have you heard?

- What is going to happen in the switch? (Probe to determine if they understand that full-power television stations nationwide will begin broadcasting exclusively in a digital format)
- When is the switch going to happen? (For those who think the switch happened on February 17, 2009, clarify that the date has been extended to June 12, but some individual stations may have already made the switch to digital)
- Who will be affected by the switch to digital television? (Probe to determine if they understand the switch will affect people who have a rooftop antenna or a “rabbit ears” type of antenna on their television set)
- Who will NOT be affected by the switch? (Probe to determine if they understand the switch will NOT affect those who already have a digital television and/or subscribe to a cable or satellite TV service)

2. What do the people who will be affected by the switch need to do? (Probe to determine if they understand that a TV converter box is one option to switch to digital TV)

3. How did you hear about the switch to digital television?

- Did you hear about it through friends or family?
- Through the media? Did you hear about it on the radio or television? Did you read about it in a newspaper or magazine?
- Or did you hear about it through some other source?

B. Who has heard about a coupon program to help you purchase a converter box to switch your television to digital? (Get a show of hands)

1. What have you heard?

- What do you need to do to get a coupon to help purchase a converter box? (Probe to determine if they understand they need to fill out an application, and if they know where to get an application)

- Once you get the coupon, what do you need to do? (Probe to determine if they understand they need to take the coupon to a retailer to purchase the converter box)
 - What do you need to do once you buy the converter box? (Probe to determine if they know they will need to install it on each television in the house)
2. How did you hear about the coupon program for the television converter box?
- Did you hear about it through friends or family?
 - Through the media? Did you hear about it on the radio or television? Did you read about it in a newspaper or magazine?
 - Or did you hear about it through some other source?

For those who haven't heard, if you have an analog television, your TV will not work after June 12, 2009 unless you take action. You can either purchase a converter box, subscribe to cable or satellite service, or purchase a television with a digital tuner to continue to watch TV after that date. A converter box connects to any analog TV so it will work after June 12, 2009. A converter box is a one-time cost so there are no monthly charges, and the Federal government is offering coupons to help pay for converter boxes. I will give you more information about this a little later.

III. Personal Experience in the Switch to Digital Television (25 Minutes)

- A. How many of you believe you will be affected by the switch to digital television? (Get a show of hands)
1. For those who think they will be affected, why do you think that?
 2. For those who do NOT think they will be affected, why do you think that?
 3. Is anyone not sure if they will or won't be affected? (Probe to determine the source of confusion. Clarify for them whether or not they will be affected by asking them questions – e.g., do they have cable or satellite service? Then they won't be affected, etc.)
- B. For those of you who believe you will be affected, have you made any preparations or plans for the digital switch?
1. Who has already done something to prepare for the switch? (Get a show of hands)
 - What have you done?

- o Has anyone already applied for and/or received a coupon to get a converter box?
 - Did you use the coupon to purchase a converter box? (For those who did not use it, probe to determine why they didn't)
 - How would you describe your experience in applying for the coupon? (Probe to determine if they found it easy or difficult; if difficult, why?)
 - How did you obtain the application? (Probe to determine if they got it online)
 - Do you feel confident that you are ready for the digital switch on June 12?
2. Who has NOT already done something to prepare for the switch? (Get a show of hands)
- What are some of the reasons you haven't yet prepared for the switch? (Probe to determine if the reason is because: they don't know how to get a coupon; they don't know how to install the converter box; they plan to buy a new television; they plan to subscribe to cable or satellite TV; or some other reason)
 - Specifically, what are some of the reasons you have not applied for a coupon? (Probe to determine if unaware of the program, too difficult, didn't know how, didn't want to share personal information on application, etc.)
 - What do you feel you need to help you prepare for the digital switch?
 - o Do you need more information to help you purchase the converter box?
 - o Do you need more information about how to install the converter box on your television?
 - o Do you need more information about antennas or other things you have heard about related to the transition?
 - o Do you need someone to install the converter box for you?
 - When do you think you will prepare for the switch?
- C. Has anyone had any recent problems with being able to view television programs or stations you are usually able to watch? (Some individual stations may have already made the switch to digital)

IV. Communications (15 minutes)

- A. Have you heard of any phone numbers or web sites where you can get information about the transition? (Probe which resources aware of, how they heard about them, if they've used the resources and why/why not)

- B. What would encourage you to act immediately to prepare for the transition? (Probe on motivation triggers)

- C. How would you expect to hear about the **Digital-to-Analog Television Converter Box Coupon Program**?
 - 1. Which communications sources are best to get the message out to you?
 - Radio (Which stations?)
 - Internet (Which sites?)
 - TV (Which stations?)
 - Newspaper (What papers?)
 - Billboards (Location?)
 - Other

- D. Where would you want or like to receive materials about this program? Specify locations, organizations.

VI. Conclusion (5 minutes)

- A. Check with clients for additional questions.

- B. Collect documents from participants.

Thank and dismiss participants.