



**FOR IMMEDIATE RELEASE:
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**First Digital Television Test Happens Friday
*Five-minute test alerts viewers if TV not ready for conversion***

PHOENIX (Dec. 2, 2008) – Most viewers won't notice a thing . . . but if your television loses programming early evening Friday (Dec. 5), you need to follow the instructions on your TV screen.

Losing programming means your set is not ready for the digital transition that all television broadcasters will initiate Feb. 17, 2009.

Starting at 5:23 p.m. Friday, all television broadcasters in the Phoenix and Yuma areas will initiate a test that gives viewers an opportunity to make sure their TV sets are ready. If you don't notice any change in programming, your sets are ready to go.

During the test, analog programming stops for a full five minutes. If your TV is affected, detailed information on what steps you should take will scroll on the screen, accompanied by voice instructions. The duration of the test gives viewers time to check all of the sets in their house.

"We want to make sure everyone is ready for the digital TV transition early next year and this public service test will help viewers know for sure," explained Art Brooks, President and CEO of the Arizona Broadcasters Association.

Brooks reminded viewers to follow the instructions on their television screens about who to call to get prompt attention. A toll-free call center will be activated at the beginning of the test: 1-888-329-7088.

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What: On-air test for the DTV Transition which takes place Feb. 17, 2009

When: Friday, Dec. 5 from 5:23-5:28PM. The test will last 5 minutes to give viewers the opportunity to check all TV sets in their home for readiness.

Why: To aid consumers in making sure their TV sets are ready.

Who: All Phoenix and Yuma TV stations at the same time.