



Minority Media & Telecommunications Council
3636 16th Street N.W. Suite B-366
Washington, D.C. 20010
Phone: 202-332-0500 Fax: 202-332-0503
www.mmtconline.org

Henry M. Rivera
 Chair

Erwin Krasnow
 Maurita Coley
 Vice Chairs

Ari Fitzgerald
 Secretary

Everett C. Parker
 Treasurer

BOARD OF DIRECTORS

Andrew C. Barrett
 Maurita Coley
 Ari Fitzgerald
 Jeneba Jalloh Ghatt
 Leo Hindery
 Julia Johnson
 Erwin Krasnow
 Deborah Lathen
 Nicolaine Lazarre
 Francisco Montero
 Everett C. Parker
 Henry M. Rivera
 Andrew Schwartzman
 Deborah Taylor Tate
 S. Jenell Trigg
 Gloria Tristani
 Herbert Wilkins

BOARD OF ADVISORS

Eddie Arnold
 Tyrone Brown
 Toni Cook Bush
 Amador Bustos
 Angela Campbell
 Thomas Castro
 Robert Chase
 Jannette Dates
 Belva Davis
 Hon. Uday Dholakia
 Erin Dozier
 Moctesuma Esparza
 Russell Frisby
 Joel Hartstone
 Janis Hazel
 Reginald Hollinger
 Larry Irving
 Earle Jones
 David Lee
 John Muleta
 Philip Napoli
 Peter Ottmar
 Eli Noam
 Alex Nogales
 Vincent A Pepper
 Benjamin Perez
 Lawrence Roberts
 Jorge Schement
 Linda Eckard Vilardo

For Immediate Release
 January 27, 2009

Contact: David Honig, Executive Director
 (202) 332-7005

STATEMENT OF MMTC ON THE DTV TRANSITION

Congress should make absolutely sure that yet another DTV transition postponement won't be necessary after June 12.

On January 22, Nielsen reported that although 4.6% of white Americans are "completely unready" for the transition, 6.9% of Asian Americans, 9.7% of Hispanic Americans, and 9.9% of African Americans are "completely unready." MMTC understands that DTV unreadiness is especially high in Puerto Rico, Albuquerque and the Rio Grande Valley.

Therefore, Congress and the administration should take these five steps:

1. Advertise extensively on local minority radio and television stations to get the word out.
2. Dramatically expand in-language, door-to-door, peer-to-peer outreach, which can overcome many immigrants' fear of government programs. This grassroots outreach should include assistance securing coupons and installing converter boxes.
3. Make coupons available to families in single-address multi-family dwellings.
4. Avoid confusion by thoroughly publicizing any postponement.
5. Hold a one-day summit at the FCC with every stakeholder: retailers, commercial and public broadcasters, civil rights organizations, consumer groups, and NTIA, and draw up specific plans with benchmarks and clear responsibilities.

MMTC, the leading civil rights organization in media and telecom, represents 62 national organizations in various FCC proceedings, operates two fellowship programs, and trains minorities in broadcast operations.