



Preparing Consumers for the DTV Transition

With less than a year before our industry undergoes one of the most significant changes in recent history, FOX is working diligently to assist in the consumer awareness and education effort that is necessary and critical to facilitate the Digital Television (DTV) Transition. In addition to the mandated public service announcements and informational crawls, FOX has extended our consumer education outreach and focus to those groups identified by the Federal Communications Commission who are most vulnerable and at the highest risk of being negatively impacted by the DTV transition – namely multi-cultural communities, seniors, Native American and tribal communities, non-English speaking consumers, as well as socially- and economically- disadvantaged groups.

Guided by the expertise of FOX’s Diversity Group, we have developed strategic partnerships with local and national multi-cultural, public interest groups – from civil rights organizations to educational institutions - to disseminate materials and information on the upcoming digital transition in English, Spanish, and Asian dialects. We have positioned ourselves as a reliable resource to over 250 organizations, reaching up to several million consumers, most of whom are hearing in-depth information about the DTV transition for the first time.

These *national* organizations include:

American Indian Chamber of Commerce	Japanese American National Museum
Asian American Justice Center	League of Latin American Citizens
Asian Federation	Mexican American Grocers Association
Asian Pacific American Legal Center	Minority Faith Communities
Bureau of Indian Affairs	NAACP
Congressional Black Caucus Foundation	National Assn. of Black Owned Broadcasters
Congressional Hispanic Caucus Institute	National Congress of American Indians
Department of Health & Human Services	National Latino Media Council
Hispanic Association of Colleges & Universities	National Puerto Rican Council
Hispanic Federation	National Urban League
Historically Black Colleges and Universities	Native American Media & Technology Network
Indian Country Today	Organization of Chinese Americans
Japanese American Citizens League	

Specifically, we have provided these groups with the necessary materials to more effectively educate and direct their constituents through the conversion process, as well as encouraged them to facilitate workshops at national conferences; place articles in the organizations’ newsletters and magazines; as well post the www.dtv.gov link on their websites.

For more information, please contact the Government Relations office of News Corporation at 202.824.6500.
