

City of Philadelphia



Council of the City of Philadelphia
Office of the Chief Clerk
Room 402, City Hall
Philadelphia

(Resolution No. 070799)

RESOLUTION

Honoring the Mayor's Commission on Technology and WHYY-TV for developing a community awareness plan for the analog to digital television technology transition.

WHEREAS, At midnight on February 17, 2009, all broadcast television services in this country will become 100% digital and to the unformed TV viewer attempting to watch television (without cable or satellite transmission), it will appear as if all the TV channels have disappeared; and

WHEREAS, Television has become an essential component of the daily life of Americans for various forms of news and information and approximately 20 million people in the United States receive television services over the air and Philadelphia, as the 4th largest media market, clearly represents a large number of these viewers; and

WHEREAS, Industry and federal regulations and policies have been developed and implemented to "protect the public interest," the average TV consumer is not aware of this impending disruption of TV services and, of particular concern, is the negative effects on the vulnerable segments of our City that will be unprepared and disoriented with what appears to be the loss of access to essential information provided on television; and

WHEREAS, To receive digital TV service, the consumer must understand how to access the service and purchase either a digital television or a low-cost Digital TV converter box that will enable the obsolete analog TV to receive the digital channels and the converter boxes will retail for about \$60 dollars and the federal government will offer the opportunity to apply for a rebate coupon to qualifying households to reduce the actual cost to \$20 dollars; and

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WHEREAS, The Mayor's Commission on Technology ("MCOT") has tracked this approaching technology change and is concerned about the public's interest and the potential impact on the City's well being and has partnered with WHYY-TV to develop a community awareness and education plan that will reach the vulnerable citizens and families throughout the City; and

WHEREAS, MCOT and WHYY-TV recognize the magnitude of this overall plan and will work with community organizations to bring them up to speed on the technology transition and consumer options and digital converter boxes will be brought to community meetings so that demonstrations, instructions, and information regarding the transition and the rebate program can be delivered to the public; and

WHEREAS, MCOT and WHYY-TV will also utilize radio, television, and Internet based communication resources to inform the public, through education resources and public awareness spots and programs, to support this initiative throughout the City and will also build a digital transition training and presentation course to further inform community leaders and the citizens of Philadelphia; now therefore

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby honor the Mayor's Commission On Technology and WHYY-TV for developing a community awareness plan for the analog to digital television technology transition.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to representatives of the Mayor's Commission On Technology and WHYY-TV as evidence of the sincere sentiments of this legislative body.

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CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the twenty-seventh of September, 2007.

Anna C. Verna
PRESIDENT OF THE COUNCIL

Patricia Rafferty
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Tasco

Sponsored by: Councilmembers Tasco, Savage, Greenlee, Kenney, Ramos, DiCicco, Rizzo, Goode, Krajewski, Blackwell, Clarke, Council President Verna, Councilmembers Reynolds Brown, O'Neill, Miller, Campbell and Kelly