



MAG-Net

MEDIA ADVISORY

April 13, 2009

- Who:** Local organizations and retailers supporting a socially responsible DTV transition
- What:** DTV Assistance & Retailer Action event
- Where:** Midtown Global Market, 920 E. Lake Street, Minneapolis, MN (Main Community Plaza)
- When:** Friday, April 17, 2009 (2 – 3 p.m.)
- Contact:** Steven Renderos, Minnesotano Media Empowerment Project, 651-399-4227; Amalia Deloney, Main Street Project, 651-269-1781

DTV Day of Action

Retailers: Help Minnesota make the transition to digital TV!

(Minneapolis, MN)- On Friday, April 17 local community organizations will gather at the Midtown Global Market to assist the Twin Cities community in the transition to DTV and call on local retailers to join Mosquito Productions in providing a “no-cost box” solution for Minnesota. The event will take place from 2 – 3 p.m. and will help connect individuals in the community who are unprepared for the digital switch.

Local community organizations are partnering to help their communities apply for government coupons and providing TV hook-up demonstrations in English, Spanish, Hmong and Lao. Mosquito Productions, a local retailer from Blaine, Minnesota, will be on site to provide a no-cost converter box for people who already have the \$40 coupons.

This DTV Day of Action is a nationally coordinated effort by the Media Action Grassroots Network (MAG-Net) highlighting the importance of a socially responsible DTV transition. The current costs associated with a DTV transition, including the purchase of a converter box, could leave millions of viewers in the dark. We are calling on local retailers to stock a no-cost box (\$40 or lower), like Mosquito Productions, to ensure that the DTV transition expands, not decreases access to television. Minnesota is one of eight states coordinating events for this national campaign.

Local sponsors supporting a socially responsible DTV transition campaign:

All Parks Alliance for Change, Lao Assistance Center, Main Street Project, Minnesota Center for Neighborhood Organizing, Minnesotano Media Empowerment Project, Minneapolis Urban League, Somali Action Alliance

National sponsors supporting a socially responsible DTV transition:

Media Action Grassroots Network, Leadership Conference on Civil Rights Education Fund