



COUPON PROGRAM PHASE TWO

U.S. Department of Commerce
National Telecommunications and Information Administration

Coupon Program Phase 2

- Stimulus Funding
- Revised Rules
- New Consumer Focus
- More Coupons
- Improved Processing
- Priorities

STIMULUS FUNDING

- \$490m 12.25 million coupons
- \$38m Coupon Distribution
- \$32m 4 month extension, process enhancements
- \$90m FCC/NTIA consumer services

REVISED RULES

- No new rules for wait list clearance and first class postage
- 3 changes need revised rules and publication in Federal Register
- Date change, reissuance, delivery other than U.S. mail
- Takes effect on publication
- 30 days after enactment

NEW CONSUMER FOCUS

- Search and rescue
- Focus groups of unready households
- Merge NTIA/FCC target markets
- More service, live agent support, hands-on help
- DTV Support Locator-Consumer Web Portal
 - <https://dtvsupport.fcc.gov/dtvtools/>
- New messaging, revise materials
- Don't wait until June 12, 2009
- Emphasize ACTION
- Apply, Buy, WATCH DTV NOW

MORE COUPONS

- 12.25m new coupons from stimulus
- 1.5m to 3m from expirations
- Continued DMA and zip code data for retailers and manufacturers
- Retailers website link to FCC data on station by station transition dates
- Challenge to coordinate coupons, inventory and consumer service

IMPROVED PROCESSING

- 1 1/2 weeks from request to receipt
- Expanded call center for more requests and live agent calls:
- Integrated call center with FCC and others for “one-call assistance”—1-888-CALLFCC
- Added banks for more cards per week
- First class postage
- Potential for alternative delivery

PRIORITIES

- Clear the waiting list
- Speed processing
- Find the remaining households
- Enhance consumer service
- Exploit NTIA/FCC/Partner synergy

DTV Ombudsman

- To secure a “loaner” converter box or difficult consumer problems, contact:
 - Barbara Brown, NTIA
 - bbrown@ntia.doc.gov