Dear Gentlemen,

We launched our semester studies in broadcasting at Elon University with the early digital television switch in Wilmington, North Carolina. Several of us handled the telephone calls that came into local television stations that day, including your local NBC affiliate, channel 6, ably led by Gary McNair. The lessons we learned were valuable and we shared them with the House subcommittee on the DTV transition a week later. During that hearing, one of the members of the House remarked, “Whatever you do, don’t interrupt the Super Bowl.” We write today because we strongly believe that you should do just that—interrupt the Super Bowl—for thirty seconds.

Everyone agrees—there is no moment in television in the United States like the Super Bowl. With an estimated 60 million households watching, in one important 30 second spot, the majority of Americans can be reminded that two weeks following the Super Bowl our nation’s broadcasting system will undergo the most significant change in its history.

Enclosed you will find a draft script for the message we envision. The spot is designed to air between the pregame show and the start of the game.

We believe that by providing these valuable thirty seconds, you would be providing a great service to the American people and America’s broadcasters who have worked diligently to create as seamless of a transition as possible.

We ask that you please consider our request, interrupt the Super Bowl for thirty seconds so that the promise of the benefits of the digital transition can be realized with as little disruption as possible on February 17th.

Warmest regards,

Students enrolled in Elon University’s broadcasting course, Broadcasting and the Public Interest