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THE STATE OF TV NEWS

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Stations struggle for fresh ways to cover the protracted conversion to DTV transmission. Page 14

Digital News Grows

WNBC's "New York Nonstop" joins the list of news subchannels. Page 16

Mixed-Up Signals

Broadcasters Still Need to Inform Confused Consumers About DTV Any Way They Can

By Hillary Atkin
Special to TelevisionWeek

Despite the recent delay of the U.S. digital television transition from Feb. 17 until June 12, television stations across the country are still trying to answer consumers' many questions, using their own airwaves and just about any other means available to them.

Questions persist about old TV sets, new antennas, coupons for converter

boxes and what it all means for the viewing audience affected by the switchover from analog signals.

The Nielsen Co. estimates about 4.4% of homes, or nearly 5 million American households, aren't ready for the change that will happen when stations turn off their analog signals and begin broadcasting solely in digital. (The Federal Communications Commission says about a third of the nation's full-power

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