



**PROMAX/BDA TO HOST SPECIAL DTV TRANSITION
SYMPOSIUM AT 2008 CONFERENCE**

**Exclusive Event Designed for TV Station GMs, Marketing/Promo
Executives, Program Directors and Researchers**

Los Angeles, CA – March 18, 2008 – With mere months remaining before the government-mandated switchover to digital television, Promax/BDA has announced a timely and relevant symposium as part of its 2008 conference lineup. The special event—titled The DTV Transition Symposium: Ratings, Revenues and Repercussions of the Digital Television Switchover—takes place on Wednesday, June 18, and targets the thousands of local stations that stand to be the most impacted by the impending DTV changeover.

“No other single event will impact the business of television stations or the careers of the executives who run them, more than the switch to digital television,” said Promax/BDA President Jonathan Block-Verk. “This special symposium will prepare attendees in a way that immediately affects their bottom lines and arm them with the tools to successfully navigate this major television-changing event.”

Promax/BDA’s DTV Transition Symposium will provide general managers, marketing and promotion executives, program directors and researchers with accurate information and solid insight into the business and marketing implications of the changeover. The event will also provide local stations with valuable tools, such as new creative partnership programs to help offset lost revenue; actionable marketing strategies for increased audience education and retention; and community outreach techniques for elderly and low-income markets, among other pertinent DTV changeover options.

“The impending transition to DTV has the potential to affect local TV stations in a profound way, from both a ratings perspective and from a revenue standpoint,” said Nick Belperio, Senior Vice President Marketing, Fox Broadcasting Company. “It’s quite encouraging to see Promax/BDA take a leadership position in trying to address and bring to the forefront the issues and concerns of local station marketing and promo executives.”

For more information, or to become involved in Promax/BDA’s DTV Transition Symposium, please contact Jonathan Block-Verk at (310) 788-7600 or jbv@promaxbda.org.

Promax/BDA will hold its 53rd annual North American conference June 17-19 in Manhattan’s Hilton New York Hotel. More details will be announced shortly.

About Promax/BDA

Promax/BDA is a global, non-profit association dedicated to advancing the role and effectiveness of entertainment and information content marketing, promotion and design professionals. For further information, please visit <http://www.promaxbda.tv>.

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