

# FRAUD ALERT!

## DON'T TOUCH THAT DIAL!

On February 17, 2009, television stations will begin broadcasting in digital format. Unfamiliarity and confusion make this an excellent opportunity for scam artists. Ads are currently running across the U.S. promising free television channels, services and digital TV converter boxes, but are really a bait and switch tactic that prey on consumers' lack of knowledge about digital TV conversion requirements. Also, some merchants are giving out misinformation in order to get customers to purchase new TV sets.

“The bottom line is that these ads confuse and mislead consumers,” said Steve Cox, a Better Business Bureau spokesperson. “Unfortunately, consumers who do respond to false advertisements, may find that not only will they not receive free products and services as implied by the ads, but they will end up paying more than they would have by taking advantage of the good deal being offered through the DTV coupon program.”

Before making any purchase – keep in mind the following:

- Viewers who are currently using “rabbit ears” or an antenna will need a digital converter box in order to watch television after February 17, 2009.
- The Federal Government allows each U.S. household up to two \$40 coupons to help pay for the cost of the converter box. After applying the coupon, participating retailers will charge consumers the remaining balance between \$10 and \$30.
- Viewers who currently have cable or satellite television will not need to make any changes or purchase any additional equipment.
- Television sets made after March 2007 already have digital tuners built into them.
- Between January 1, 2008 and March 31, 2009, **you can request a coupon while supplies last in one of four ways:**
  - Apply online at: <https://www.dtv2009.gov/ApplyCoupon.aspx>
  - Call the Coupon Program 24-hour Hotline at: 1-888-388-2009
  - Mail a coupon application to: PO Box 2000 Portland, OR 97208-2000
  - Fax a coupon application to: 1-877-388-4632

For more information about digital TV conversion, consumers can call the DTV hotline at 888-388-2009, visit [www.dtv2009.gov/FAQ.aspx](http://www.dtv2009.gov/FAQ.aspx) or contact a member of the Bucks County Older Adults Task Force.

**BUCKS COUNTY CRIMES AGAINST OLDER ADULTS TASK FORCE**  
**FIGHTING ABUSE, NEGLECT, AND EXPLOITATION OF OLDER ADULTS IN BUCKS COUNTY**

<b>Bucks County District Attorney's Office</b> 215-348-6344	<b>Bucks County Area Agency on Aging</b> 215-348-0510
<b>Bucks County Consumer Protection</b> 215-348-6060	<b>Network of Victim Assistance</b> 1-800-675-6900
<b>Bucks County Register of Wills</b> 215-348-6265	<b>Bucks County Coroner</b> 215-348-3852

[www.crimesagainstolderadultsbucks.org](http://www.crimesagainstolderadultsbucks.org)

**24-Hour Elder Abuse Hotline: 1-800-490-8505**