

Federal Communications Commission

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**Description: WFAA-TV 2Q, 2008 FORM 388
Application Reference Number: 20080707AJH
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -20080707AJH
Licensee WFAA-TV, INC.			
Call Sign WFAA-TV	Facility Id 72054	Previous Call Sign (if applicable)	
Community of License			
City DALLAS	State TX	County DALLAS	Zip Code 75202 -
Nielsen DMA DALLAS-FT. WORTH	World Wide Web Home Page Address WWW.WFAA.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	8		
<input checked="" type="checkbox"/> Digital	9		
Report reflects information for quarter ending: 06/30/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:			
<input checked="" type="radio"/> DTV Education Report			
<input type="radio"/> Amendment		File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.			

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	314
Total 5:00 a.m. to 1:00 a.m. CSTs	617
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	48
Total 6:00 a.m. to 9:00 a.m. CSTs	134
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from	

6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs	
Total 6:00 p.m. to 11:35 p.m. CSTs	

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs	66
Total 5:00 p.m. to 10:35 p.m. CSTs	168

Comments:

WFAA STARTED BROADCASTING A COMBINATION OF 30 AND 15-SECOND DTV INFORMATION PSAS, GRAPHICS TICKERS AND CRAWLS IN MORNING-NEWS BROADCASTS BY LATE 2007. THE STATION HAS BROADCAST THE NAB-PRODUCED "ACTION" SPOTS, AS WELL AS LOCALLY-PRODUCED SPOTS SPOTLIGHTING THE SWITCH TO DTV. WE CREATED AN IN-DEPTH SECTION ON WFAA.COM THAT FEATURES A SIGNIFICANT AMOUNT OF DTV CONTENT AND OTHER WEB LINKS. WE ALSO RUN A SCHEDULE OF BANNER-ADS ON THE SITE DRIVING CONSUMERS TO OUR DTV-INFORMATION.

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs	0
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Comments:

WFAA HAS RECORDED THE FEED OF THE NAB-PRODUCED PROGRAM ON DTV, AND "LOCALIZED" SOME OF THE SECTIONS IN THE PRESENTATION. WE PLAN TO AIR THE PROGRAM AS OUTLINED IN THE OPTION 2 PLAN AND STREAM SPECIFIC SECTIONS ON OUR WEB SITE. WE PLAN TO AIR THE SHOW AND BEGIN THE STREAMING ON THE WEB SITE IN THIRD QUARTER.

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

WE HAVE PRODUCED "COUNTDOWN" GRAPHICS, AND ARE PREPARED TO AIR THEM DURING THE 100-DAY WINDOW IN ACCORDANCE WITH THE OPTION 2 PLAN

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:

APRIL - 1 NEWS STORY
MAY - 2 NEWS STORIES
JUNE - 8 NEWS STORIES AND 1 LOCAL PROGRAM STORY ("YOUNG STREET")

TOTAL - 12 (11 NEWS STORIES AND 1 LOCAL PROGRAM STORY)

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

Yes No

Comments:

WE HAVE AN ACTIVE DTV WEB SECTION THAT FEATURES LINKS, STORIES AND A GOOD DEAL OF GENERAL INFORMATION ON DIGITAL TELEVISION ISSUES.

WE HAVE A ROBUST DTV SECTION ON OUR STATION WEB SITE. IT FEATURES INFORMATION ABOUT THE SWITCH, LINKS TO STATION-CREATED NEWS STORIES FOCUSING ON DTV ISSUES, AND ADDITIONAL DTV-RELATED WEB SITES. THERE IS A LARGE "COUNTDOWN" CLOCK ON THE SECTION'S SPLASH PAGE THAT DISPLAYS THE DAYS, HOURS, MINUTES, SECONDS AND MILLISECONDS UNTIL FEBRUARY 17, 2009.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

Speaking Engagements

Comments:

APR-2; MAY-3; JUN-8. 13 TOTAL, REACHING APPROX. 590 PEOPLE.

Community Events

Comments:

Other (describe)

Comments:

BEGINNING IN DECEMBER 2007, WFAA AND KFWD BEGAN COMMUNICATING WITH ALL THE STATIONS IN THE MARKET TO SPEARHEAD A SERIES OF DTV "ROADBLOCKS" (ALL LOCAL BROADCAST STATIONS WOULD AIR THE SAME DTV SPOT AT THE SAME TIME). ON FRIDAY MORNING, JUNE 6, WFAA-TV/DT PARTICIPATED IN THE MARKET'S FIRST DTV "ROADBLOCK" WITH OTHER LOCAL STATIONS TO AIR AN NAB DTV EDUCATION SPOT ("THE FUTURE IS HERE"). SIX STATIONS SIMULTANEOUSLY AIRED THE SPOT AT APPROX. 6:30 A.M. (FOR WFAA IT WAS INSIDE THE STATION'S HIGHLY RATED NEWS 8 DAYBREAK). THE STATIONS PARTICIPATING INCLUDED KFWD AND WFAA, AS WELL AS KXAS, KXTX, KFWD AND KDFI. THIS MARKS THE FIRST TIME A ROAD BLOCKED SPOT ON DTV CONSUMER EDUCATION HAS AIRED IN THE DALLAS-FORT WORTH MARKET.

THE STATION'S COMMUNITY SERVICES STAFF WORKED CLOSELY WITH A NUMBER OF COMMUNITY ORGANIZATIONS AND NONPROFITS THAT WORK DIRECTLY WITH THOUSANDS OF MINORITY FAMILIES, AND SENIOR CITIZENS IN THE D-FW AREA. SINCE THESE TWO GROUPS MAY BE DISPROPORTIONATELY AFFECTED BY THE SWITCH TO DTV, WFAA PRODUCED WRITTEN MATERIAL SPECIFICALLY DESIGNED TO ADDRESS COMMONLY ASKED DTV QUESTIONS AND PROVIDE STATION CONTACT INFORMATION. IN JUNE WE BEGAN DELIVERING THE FOLLOWING: METROPOLITAN YMCA OF DALLAS (APPROXIMATELY 6-9,000 COPIES); SENIOR SOURCE (1000-1,500 COPIES); SALVATION ARMY (1000 COPIES); AND MEALS ON WHEELS (4000 COPIES).

WFAA'S OUTREACH ALSO INCLUDES AN ACTIVE "SPEAKERS BUREAU" THAT TAKES MANAGERS AND DEPARTMENT HEADS WELL VERSED IN DTV TO AREA COMMUNITY-GROUPS TO DISCUSS TRANSITION ISSUES. WE FEATURE DEMONSTRATIONS, PROVIDE PRINTED LITERATURE AND CARDS WITH PHONE NUMBERS AND SPECIFIC ADDRESSES FOR VIEWERS TO REACH STATION PERSONNEL.

WE ALSO HAVE A HUGE, 50-FOOT OUTDOOR MATRIX BOARD (I.E. LED "TICKER") AFFIXED TO THE OUTSIDE AROUND WFAA'S VICTORY PARK STUDIO IN DOWNTOWN DALLAS THAT FEATURES MESSAGES ABOUT DTV SCROLLING THROUGHOUT THE DAY (AS WELL AS SIGNAGE IN THE FRONT WINDOWS OF THE FACILITY THAT THOUSANDS OF VIEWERS THAT PASS BY EACH WEEK CAN SEE, PROVIDING DTV INFORMATION ON WEB SITES AND PHONE NUMBERS.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing VICE PRESIDENT, PRODUCT DEVELOPMENT
Signature DAVE MUSCARI	Date (mm/dd/yyyy) 07/02/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.