

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WFAA-TV/WFAA-DT

Report reflects information for quarter ending (mm/dd/yy)

06/30/09

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

- Option One (A and D)
 Option Two (B and D)
 Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

- Yes
 No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

- Yes
 No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign WFAA-DT	Channel Numbers		Community of License			
	Analog	8 <input checked="" type="checkbox"/>	City	State	County	Zip Code
Digital	9 <input checked="" type="checkbox"/>	Dallas	TX	Dallas	75202	
Licensee						
Above, circle the Channel Number(s) to which this form applies. 8 & 9			Nielsen DMA 5 DFW	World Wide Web Home Page Address www.wfaa.com		
Facility ID Number 72054	Previous Call Sign (if applicable) N/A		License Renewal Expiration Date (mm/dd/yy) 08/01/2006			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

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

264/WFAA; 33/ABC
Total: 297

Total 5:00 a.m. to 1:00 a.m. CSTs

226/WFAA; 74/ABC
Total: 300

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

16/WFAA; 11/ABC
Total: 27

Total 6:00 a.m. to 9:00 a.m. CSTs

195/WFAA; 0/ABC
Total: 195

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

N/A

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

N/A

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

57/WFAA; 11/ABC
Total: 68

Total 5:00 p.m. to 10:35 p.m. CSTs

105/WFAA; 30/ABC
Total: 135

Comments (add additional sheets where necessary):

WFAA began broadcasting a combination of 30 and 15-second DTV information PSAs, graphics tickers and crawls in morning-news broadcasts by late 2007, and has continued through the reporting periods of 2008 and 2009. The station has broadcast various NAB-produced "Action" spots focused on a number of issues including antenna selection and rescanning, as well as locally-produced spots spotlighting the switch to DTV. We created an in-depth section on the station's web site, wfaa.com (at approximately 30 million page views per month, the market's most viewed television station web site for local news and information) that features DTV content and other web links. We also air a schedule of eye-catching informational banner ads at various positions (including the front page) on the site driving consumers to our DTV-information. There was a large "countdown" clock on the web site that highlights the number of days, minutes and seconds until the big switch on February 17, 2009 (it was modified this quarter to reflect the new date, June 12, 2009). We continued with the clock, and adjusted it when the decision was made to make the switch at Noon at June 12 rather than at midnight. WFAA's outreach also included an active "speakers bureau" that took managers and department heads, well versed in DTV, to area community groups to discuss transition issues. We featured 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.

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

1

Comments (add additional sheets where necessary):

WFAA aired localized versions of the NAB-produced program on DTV on August 8, 2008 at 11:05 p.m. with phone banks and stories in 5, 6 and 10 p.m. newscasts. We aired the NAB's second program (after the June 12 date was announced) on Saturday, 5/16, at 3:00 p.m.

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?

N/A *Graphic Displays*

N/A *Animated Graphics*

105 *Graphic and Audio Displays*

N/A *Longer Form Reminders*

Comments (add additional sheets where necessary):

We produced "countdown" graphic/audio displays, and began airing them on November 10, 2008, within the 100-day window in accordance with the Option 2 Plan. The message featured the number of days left until the transition, as well as contact information for viewers to get more information on DTV. Due to the change in switch date, we produced another series of 60-day countdown graphic/audio displays, and began airing them on April 13, 2009 through June 12 (in accordance with the Option 2 Plan).

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):

WFAA aired the half hour program in August, 2008 and a second program (after the date change) on Saturday, 5/16, at 3:00 p.m.

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.

Yes No

Comments (add additional sheets where necessary):

May - aired 23 news stories
Jun - aired 62 news and Good Morning Texas stories

Total - 85 news stories and/or local programming stories

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 (add additional sheets where necessary):

We have an active DTV web section that features links, stories and a good deal of general information on digital television issues. It featured information about the switch, links to station-created news stories focusing on DTV issues, and additional DTV-related web sites. There was a large "countdown" clock on the section's splash page that displayed the days, hours, minutes, seconds and milliseconds until February 17, 2009 (the clock was modified this quarter to reflect the new date, June 12, 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 (add additional sheets where necessary):

Community Events

Comments (add additional sheets where necessary):

The Center for Nonprofit Management's e-newsletter was sent out the week of June 1, and included information on the DTV transition. It included a link to our website, a link to download the new FCC DTV brochure and my contact information to reach out to for the agencies to request hard copies of the brochures. This email was distributed to 3,217 area nonprofit staff and board members.

Other (describe)

Comments (add additional sheets where necessary):

WFAA participated in shut off tests (3) on May 21 (with the entire market via FCC) 7:25 a.m., 12:25 p.m. and 6:25 p.m. We also aired 110 Rescan Crawls between June 5 and June 15.

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

Comments (add additional sheets where necessary):

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 Dave Muscari	Typed or Printed Title of Person Signing Vice President, Product Development
Signature <input type="checkbox"/>	Date July 8, 2009

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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