

Federal Communications Commission

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Description: WFAA-TV 1Q, 2009 FORM 388
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090409ARL	
Licensee WFAA-TV, INC.					
Call Sign WFAA-TV		Facility Id 72054		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
DALLAS		TX	DALLAS		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: 03/31/2009					
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	286
Total 5:00 a.m. to 1:00 a.m. CSTs	372

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	22
Total 6:00 a.m. to 9:00 a.m. CSTs	192

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	94
Total 5:00 p.m. to 10:35 p.m. CSTs	142

Comments:
 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 2009. THE STATION HAS BROADCAST THE NAB-PRODUCED "ACTION" SPOTS AS WELL AS LOCALLY-PRODUCED SPOTS HIGHLIGHTING THE SWITCH TO DTV. WE CREATED AN IN-DEPTH SECTION ON THE STATION'S WEB SITE, WFAA.COM (THE MARKET'S MOST VIEWED TELEVISION STATION WEB SITE FOR NEWS AND INFORMATION) THAT FEATURES DTV CONTENT AND OTHER WEB LINKS. WE ALSO RUN A SCHEDULE OF COLORFUL BANNER ADS AT VARIOUS POSITIONS (INCLUDING THE FRONT PAGE) ON THE SITE DIRECTING CONSUMERS TO OUR DTV-INFORMATION. THERE IS 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). 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. AT THESE EVENTS WE CONDUCT DEMONSTRATIONS AND 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 June 12, 2009.

Total number of 30 Minute Informational Programs	0
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Comments:
 WFAA AIRED THE FEED OF THE NAB-PRODUCED PROGRAM ON DTV ON AUGUST 8, 2008 AT 11:05 P.M. WFAA HAS STAGED PHONE BANKS ON 4 OCCASIONS (WITH STORIES IN THE 5 AND 6 P.M. NEWSCASTS PROVIDING VIEWERS AN OPPORTUNITY TO CALL AND SPEAK WITH STATION ENGINEERS ABOUT DTV).

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not

every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

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

Comments:
 WFAA RAN DTV COUNTDOWN PIECES AS REQUIRED PRIOR TO THE ORIGINAL FEBRUARY 17, 2009 DTV TRANSITION DEADLINE. WE SUSPENDED THESE COUNTDOWN PIECES ON FEBRUARY 4, 2009 AFTER CONGRESS VOTED TO DELAY THE DTV TRANSITION DATE. IN ANTICIPATION OF A NEW COUNTDOWN REQUIREMENT, WE AIRED ONE ADDITIONAL COUNTDOWN PIECE ON MARCH 4, 2009.

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: JAN - AIRED 60 NEWS STORY FEB - AIRED 23 NEWS STORIES MAR - AIRED 2 NEWS STORIES TOTAL - 85 NEWS STORIES	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: 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 (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.	
<input checked="" type="checkbox"/> Speaking Engagements Comments: OUR STATION PARTICIPATED IN SPEAKING ENGAGEMENTS AT THE FOLLOWING LOCATIONS AND ON THE FOLLOWING DATES: WEST DALLAS MULTIPURPOSE CENTER - JANUARY 21, 2009 HOOD COUNTY SENIOR CENTER - JANUARY 30, 2009 FORT WORTH STOCK RODEO SHOW - JANUARY 24, 2009 LAKE HIGHLANDS YMCA - JANUARY 29, 2009 TOWN NORTH YMCA COMMUNITY FORUM - FEBRUARY 3, 2009 PARK SOUTH YMCA - FEBRUARY 4, 2009 GRAND PRAIRIE YMCA COMMUNITY FORUM - FEBRUARY 4, 2009 OAK CLIFF YMCA COMMUNITY FORUM - FEBRUARY 6, 2009 DALLAS AREA TV REPAIR GROUPS - FEBRUARY 10, 2009	

<input checked="" type="checkbox"/> Community Events Comments: OUR STATION WAS INVOLVED IN A UNITED WAY NEWSLETTER EMAILED TO INDIVIDUALS AND DALLAS-AREA NONPROFIT AGENCIES ON JANUARY 20, 2009. THE NEWSLETTER INCLUDED A DOWNLOADABLE DTV BROCHURE. WFAA SPONSORED A CITY OF DALLAS TV RECYCLING EVENT AT REUNION ARENA ON JANUARY 23RD AND 24TH. WFAA PROMOTED THE EVENT WITH A 30-SECOND SPOT AND A SEGMENT ON GOOD MORNING TEXAS. THE EVENT ALSO APPEARED ON WFAA.COM'S "PROJECT GREEN" CALENDAR. THE EVENT WAS THE LARGEST SUCH COLLECTION DALLAS HAS EVER STAGED.
<input checked="" type="checkbox"/> Other (describe) Comments: WFAA PARTICIPATED IN A SERIES OF MARKET-WIDE SHUT-OFF TESTS IN JANUARY CONDUCTED BY EON MEDIA. THEY WERE SCHEDULED TO OCCUR 4 TIMES IN THE QUARTER (JANUARY 12, 16, 21 AND 27 * AT 6:25 P.M.) DURING ONE OF OUR HIGHEST RATED DAILY NEWSCASTS. DURING THE 5-MINUTE TESTS VIEWERS HAD THE OPPORTUNITY TO CHECK ALL THE SETS IN THEIR HOMES TO DETERMINE WHETHER THEY WERE PREPARED. EON SUPPLIED INFORMATION ON THE ZIP CODES IN THE DMA WITH THE MOST ISSUES (WFAA THEN SCHEDULED DTV FORUMS IN THOSE AREAS TO HELP VIEWERS WITH QUESTIONS). * THE JANUARY 27 TEST WAS CANCELLED ON ALL STATIONS DUE TO SEVERE WINTER WEATHER ISSUES.
<p>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</p> 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) 04/09/2009

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork

Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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