

Federal Communications Commission Washington D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO -20081007ADD	
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: 09/30/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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 DTB-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 DTB Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTB 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	350
Total 5:00 a.m. to 1:00 a.m. CSTs	604
For informational purposes only, how many DTB 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	35
Total 6:00 a.m. to 9:00 a.m. CSTs	132
For stations located in the Eastern or Pacific Time Zone, how many DTB 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 DIV 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	96
Total 5:00 p.m. to 10:35 p.m. CSTs	160

Comments:  
WFAA BEGAN BROADCASTING A COMBINATION OF 30 AND 15-SECOND DIV 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.

**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
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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.

**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	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:  
THE STATION HAS PRODUCED "COUNTDOWN" GRAPHICS, AND IS PREPARED TO AIR THEM DURING THE 100-DAY WINDOW IN ACCORDANCE WITH THE OPTION 2 PLAN.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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:  
THE STATION AIRED 5 DTV-RELATED NEWS STORIES IN JULY, 5 ADDITIONAL NEWS STORIES IN AUGUST, AND 3 NEWS STORIES IN SEPTEMBER. ADDITIONALLY, THE STATION HELD PHONE BANKS IN BOTH AUGUST AND SEPTEMBER.

ONE SUCH PHONE BANK TOOK PLACE ON AUGUST 8, THE SAME EVENING THAT THE STATION AIRED THE 30 MINUTE DTV-RELATED INFORMATIONAL PROGRAM. THE STATION ALSO AIRED NEWS STORIES IN THE 5 AND 6 P.M. NEWSCASTS PROVIDING VIEWERS AN OPPORTUNITY TO CALL AND SPEAK WITH STATION ENGINEERS ABOUT DTV. THIS GAVE THE STATION AN OPPORTUNITY TO CROSS-PROMOTE THE NAB PROGRAM LATER

THAT EVENING.

**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 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.

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. 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.

**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:

STATION STAFF TOOK PART IN ONE SPEAKING ENGAGEMENT IN JULY AND 5 IN SEPTEMBER, REACHING APPROXIMATELY 155 PEOPLE. ON SEPTEMBER 20, 2008, THE STATION CONDUCTED A CONFERENCE CALL WITH 2 VIEWERS REGARDING DIGITAL TELEVISION.

Community Events

Comments:

WFAA BROUGHT THE NAB'S "DTV IREKKER" TO THE OPENING WEEKEND OF THE NATION'S LARGEST ANNUAL FAIR -- THE STATE FAIR OF TEXAS. IT WAS FEATURED ON THE TELEVISION STATION WITH PSAS, AND IN PROGRAMMING THIS GAVE CONSUMERS AN OPPORTUNITY TO TALK DIRECTLY TO NAB PERSONNEL ABOUT THE DTV TRANSITION.

Other (describe)

Comments:

THE STATION HAS 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)  
10/07/2008

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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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](mailto: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.

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