

Federal Communications Commission

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Description: WFAA-TV 4Q, 2008 FORM 388 (AMENDED)
Application Reference Number: 20090109AVU
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090109AVU	
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: 12/31/2008					
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 type="radio"/> Yes <input checked="" 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 type="radio"/> DTV Education Report					
<input checked="" type="radio"/> Amendment		File Number BDERCT-20090109AVU			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. DUE TO A CLERICAL ERROR, THE STATION INADVERTENTLY AIRED FEWER PSAS IN PRIMETIME DURING THE FOURTH QUARTER THAN THE NUMBER REQUIRED BY OPTION 2. THE STATION HAS BEEN IN COMPLIANCE WITH ALL REQUIREMENTS IN PREVIOUS QUARTERS AND WILL ADDRESS THIS PROBLEM FOR THE FIRST QUARTER OF 2009. THIS QUARTER, IN ALL OTHER AREAS BESIDES PRIMETIME PSAS, THE STATION OVER DELIVERED BY SIGNIFICANT AMOUNTS, INCLUDING RUNNING OVER 100 MORE DTV-RELATED CRAWLS IN PRIMETIME THAN REQUIRED BY OPTION 2.					

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

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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	267
Total 5:00 a.m. to 1:00 a.m. CSTs	493
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	27
Total 6:00 a.m. to 9:00 a.m. CSTs	10
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	42
Total 5:00 p.m. to 10:35 p.m. CSTs	170
<p>Comments:</p> <p>STATION STAFF WAS UNABLE TO LOCATED LOGS FOR CSTS AIRED DURING THE 6 A.M. TO 9 A.M. TIME PERIOD. THE NUMBER LISTED IS THEREFORE A GOOD FAITH ESTIMATE BY STATION STAFF OF THE CSTS THAT AIRED DURING THAT TIME PERIOD.</p> <p>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 2008. THE STATION HAS BROADCAST THE NAB-PRODUCED "ACTION" SPOTS, AS WELL AS LOCALLY-PRODUCED SPOTS SPOTLIGHTING THE SWITCH TO DTV.</p>	

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
<p>Comments:</p> <p>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).</p>	

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	<i>Animated Graphics</i>
186	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
<p>Comments: WE PRODUCED "COUNTDOWN" GRAPHIC/AUDIO DISPLAYS, AND BEGAN AIRING THEM ON NOVEMBER 10, 2008, IN THE 100-DAY WINDOW IN ACCORDANCE WITH THE OPTION 2 PLAN. THE MESSAGE FEATURES THE NUMBER OF DAYS LEFT UNTIL THE TRANSITION, AS WELL AS CONTACT INFORMATION FOR VIEWERS TO GET MORE INFORMATION ON DTV.</p>	

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
<p>Comments: OCT - AIRED 1 NEWS STORY PLUS 1 PHONE BANK NOV - AIRED 9 NEWS STORIES PLUS 1 PHONE BANK DEC - AIRED 26 NEWS STORIES; 2 PHONE BANKS & 1 LOCAL PROGRAM STORY TOTAL - 36 NEWS STORIES; 1 LOCAL PROGRAM; 4 PHONE BANKS SHUT-OFF TESTS WERE CONDUCTED DURING NEWS 8 AT 6 P.M., THE MARKET'S MOST-WATCHED 6 PM LOCAL NEWS, ON OCTOBER 15 (1-YEAR TO THE DAY THE CAMPAIGN BEGAN); ON DECEMBER 1 IN NEWS AND DECEMBER 2 IN GOOD MORNING TEXAS. ON DECEMBER 4 AND 17 WE PARTICIPATED IN A MARKET WIDE SHUT OFFS AT 6:25A.M., 6:25P.M. AND 10:25P.M. FOR 5:00 EACH TIME.</p>		
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
<p>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.</p>		
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		
<p>Comments: OCT-0 ; NOV-1; DEC-2. THREE TOTAL, REACHING APPROXIMATELY 375 PEOPLE.</p>		
<input checked="" type="checkbox"/> Community Events		
<p>Comments: ON NOVEMBER 17 WE SPENT MOST OF THE DAY WORKING WITH CUSTOMERS AND EMPLOYEES THAT SELL CONVERTER BOXES AND OTHER ELECTRONICS AT BEST BUY IN DALLAS</p>		
<input checked="" type="checkbox"/> 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 (WE HAVE ALSO FEATURED 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) 01/14/2009

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.