



Federal Communications Commission

The FCC Acknowledges Receipt of Comments From ... WTAE Hearst-Argyle Television, Inc. ...and Thank You for Your Comments

Your Confirmation Number is: '200849397276 '

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Docket: 07-148

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updated 12/11/03

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)

WTAE-TV

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

03/31/08

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 WTAE-TV	Channel Numbers Analog <u>4</u> <input checked="" type="checkbox"/> Digital <u>51</u> <input checked="" type="checkbox"/>	Community of License			
		City	State	County	Zip Code
		Pittsburgh	PA	Allegheny	15221
Licensee WTAE Hearst-Argyle Television, Inc.					
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA Pittsburgh, PA	World Wide Web Home Page Address www.thepittsburghchannel.com	
Facility ID Number 65681	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 08/01/2015		

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

176

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

3

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

26

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

0

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

32

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

1

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

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

Comments (add additional sheets where necessary):

Pursuant to DA 08-757, the reporting period covered by the instant report only includes one day, March 31, 2008. Nonetheless, this report provides information about voluntary measures taken by the Station prior to the effective date of the applicable rule.

PSA's: WTAE is airing :30 and :15 PSA's provided by the National Association of Broadcasters. The total number of PSAs above reflects eligible PSA units.

CST's: WTAE's crawl consists of a countdown clock which automatically calculates the number of days left until the the end of analog television, followed by this text: "On February 17, 2009, full-power analog broadcasting will end, and analog televisions may lose the signal being viewed unless the viewer takes action, such as obtaining a converter box. Analog-only TVs should continue to work as before with cable and satellite TV services, gaming consoles, VCRs, DVD players and similar products. Viewers may get more information by logging onto www.dtv2009.gov or calling 1-888-DTV-2009." The length of the crawl is just under 50 seconds.

WTAE aired three crawls on 3/31/08 at 12:33 pm, 4:02 pm and 7:00 pm.

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 2

Comments (add additional sheets where necessary):
On 3/23/08, WTAE-TV aired the NAB Digital Transition TV Program 4:30-5 pm
On 3/30/08, WTAE-TV aired the NAB Digital Transition TV Program 5:30-6 pm

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?

Graphic Displays

11 *Animated Graphics*

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):
Although the station is not required to engage in "Countdown to DTV" activities until November 10, WTAE voluntarily began airing countdown graphics in First Quarter:

WTAE's crawl features a countdown clock graphic and the station provided a fullscreen animated countdown clock during the following programming:

2/17/2008-11PM NEWS
2/18/2008-AM NEWS
2/22/2008-530P NEWS
2/23/2008-AM NEWS
3/04/2008-AM NEWS
3/25/2008-6PM NEWS
3/27/2008-6PM NEWS
3/29/2008-AM NEWS

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

Comments (add additional sheets where necessary):

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):

WTAE aired the following news reports:

1/10/2008 – 530P NEWS-THE HEAD OF BEST BUY IS CONCERNED THAT NOT ENOUGH CONVERTER BOXES WILL BE AVAILABLE FOR THE DTV TRANSITION.

2/16/2008- AM NEWS REBROADCAST OF AN ABC REPORT BY CORRESPONDENT LISA STARK ON THE DIGITAL TRANSITION ONE YEAR FROM THIS WEEKEND AND WHAT CONSUMERS NEED TO KNOW

2/17/2008 – 11PM NEWS-STAFF CORRESPONDENT SHANNON PERRINE REPORTS THAT THE DIGITAL TRANSITION IS ONE YEAR AWAY AND CONSUMERS NEED TO START THINKING ABOUT THE IMPACT OF THIS CHANGE (FULL SCREEN COUNTDOWN CLOCK INCLUDED)

2/18/2008-AM NEWS-STAFF CORRESPONDENT ANDREW STOCKEY REPORTS ON THE DTV TRANSITION ONE YEAR AWAY AND HOW VIEWERS CAN APPLY FOR A GOVERNMENT COUPON FOR A CONVERTER BOX (COUNTDOWN CLOCK INCLUDED)

2/20/2008- 6PM NEWS-STAFF CORRESPONDENT SALLY WIGGIN REPORTS ON A MONROEVILLE TOWN HALL MEETING ON THE DIGITAL TRANSITION SPONSORED BY CONGRESSMAN TIM MURPHY AND WHAT VIEWERS NEED TO KNOW

2/22/2008-530P NEWS- CALL FOR ACTION CORRESPONDENT AARON SAYKIN REPORTS ON THE DTV TRANSITION AND THE FACT THAT CONSUMERS CAN'T LOCATE THE SPECIAL CONVERTER BOXES AT AREA RETAILERS. (FULL SCREEN DIGITAL COUNTDOWN CLOCK INCLUDED)

2/23/2008-AM NEWS- A REBROADCAST OF CALL FOR ACTION CORRESPONDENT AARON SAYKIN'S REPORT ON THE DTV TRANSITION AND THE FACT THAT CONSUMERS CAN'T LOCATE THE SPECIAL CONVERTER BOXES AT AREA RETAILERS. (FULL SCREEN DIGITAL COUNTDOWN CLOCK INCLUDED)

3/04/2008-AM NEWS - STAFF CORRESPONDENT ANDREW STOCKEY REPORTS ON THE DTV TRANSITION AND THE FACT THE FCC MAY REQUIRE SOME CITIES TO SWITCH EARLY AS A DIGITAL TEST DRIVE (FULL SCREEN COUNTDOWN CLOCK INCLUDED)

3/25/2008-6PM NEWS- CALL 4 ACTION REPORTER AARON SAYKIN REPORTS ON THE DTV TRANSITION AND HOW LOCAL RETAILERS ARE OVERCHARGING ON SALES TAXES FOR CONVERTER BOXES EVEN WITH THE GOVERNMENT'S DISCOUNT COUPONS (FULL SCREEN

COUNTDOWN CLOCK INCLUDED)

3/27/2008-6PM NEWSCAST- CALL 4 ACTION REPORTER AARON SAYKIN WITH A FOLLOW UP ON HIS ORIGINAL REPORT ON THE DTV TRANSITION AND HOW LOCAL RETAILERS ARE OVERCHARGING ON SALES TAXES. HE EXPLAINS HOW CONSUMERS CAN RECEIVE REFUNDS. (FULL SCREEN COUNTDOWN CLOCK INCLUDED)

3/29/2008-AM NEWS-REBROADCAST OF CALL 4 ACTION REPORTER AARON SAYKIN REPORT ON THE DTV TRANSITION AND HOW LOCAL RETAILERS ARE OVERCHARGING ON SALES TAXES FOR CONVERTER BOXES EVEN WITH THE GOVERNMENT'S DISCOUNT COUPONS (FULL SCREEN COUNTDOWN CLOCK INCLUDED)

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):

WTAE's homepage www.thepittsburghchannel.com features a DTV countdown clock on its homepage. When viewers click on the clock, they are taken to our Digital Television Transition page on the website. This multimedia section includes, among other things, background information, information about DTV converter boxes, technical information, and FAQs.

News stories about the Digital Transition which first aired on WTAE are also available through video streams for website users on the WTAE website.

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):

2/20/08-WTAE's Director of Engineering attended a Town Hall Meeting in Monroeville, Pennsylvania, organized by U.S. Congressman Tim Murphy on the DTV transition. He explained the transition impact on viewers, demonstrated how to hookup converter boxes to television sets, and answered questions.

Other (describe)

Comments (add additional sheets where necessary):


WTAE aired Viewpoint editorials from our President and General Manager on the DTV conversion on 1/10-1/12 for a total of 5 airings

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 Rick Henry	Typed or Printed Title of Person Signing General Manager
Signature <input checked="" type="checkbox"/> 	Date 04/08/2008

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