

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)

06/30/08

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	Channel Numbers		Community of License			
			City	State	County	Zip Code
WTAE-TV	Analog	4 <input checked="" type="checkbox"/>	Pittsburgh	PA	Allegheny	15221
	Digital	51 <input checked="" type="checkbox"/>				
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) 08/01/15			

Section A (For broadcasters electing Option One)

n/a

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

311

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

315

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

20

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

112

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

111

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):

PSA's: WTAE is airing :30 PSA's provided by the National Association of Broadcasters.

CST's: WTAE is airing a crawl developed by Hearst-Argyle Television for all of its stations. Our crawl consists of a countdown clock which automatically calculates the number of days left until the end of analog television, followed by this text: On February 17, 2009, full-power analog broadcasting will end, and analog-only televisions may lose the signal being viewed unless the viewer takes action, such as obtaining a converter box. Analog-only TV's 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. A quarterly report describing WTAE-TV/DT's digital television transition education efforts is available for public review on our website thepittsburghchannel.com and in the public inspection file at WTAE-TV/DT, 400 Ardmore Boulevard, Pittsburgh, PA., 15221. The length of the crawl is 1:10.

Included in our count are PSA's and CST's additionally provided by the ABC Television Network, Live With Regis and Kelly, Ebert & Roeper and the Oprah Winfrey Show.

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 6/08/08, WTAE aired the NAB Digital Television Education Special from 430-5p.

On 6/21/08, WTAE aired the NAB Digital Television Education Special from 530-6p.

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?

228 *Graphic Displays*

32 *Animated Graphics*

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

Although not required to implement until 11/10/08, WTAE has already begun to air these countdown graphics:

WTAE is airing a crawl developed by Hearst-Argyle Television for all of its stations. Our crawl consists of a countdown clock which automatically calculates the number of days left until the end of analog television, followed by this text: On February 17, 2009, full-power analog broadcasting will end, and analog-only televisions may lose the signal being viewed unless the viewer takes action, such as obtaining a converter box. Analog-only TV's 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. A quarterly report describing WTAE-TV/DT's digital television transition education efforts is available for public review on our website thepittsburghchannel.com and in the public inspection file at WTAE-TV/DT, 400 Ardmore Boulevard, Pittsburgh, PA., 15221. The length of the crawl is 1:10.

4/11/08-6AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/06/08-5AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/09/08-5AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/12-5/16/08-5AM NEWSCASTS-FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/17/08-5AM NEWSCAST- FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/19/08-5AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/23/08-5AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK
5/27/08-5AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK

5/29/08-6AM NEWSCAST-FULL SCREEN ANIMATED COUNTDOWN CLOCK
6/2-6/06/08-5AM NEWSCASTS-FULL SCREEN ANIMATED COUNTDOWN CLOCK
6/10-6/13/08-6AM NEWSCASTS-FULL SCREEN ANIMATED COUNTDOWN CLOCK
6/16-6/20/08-6AM NEWSCASTS-FULL SCREEN ANIMATED COUNTDOWN CLOCK
6/23-6/27/08-6AM NEWSCASTS-FULL SCREEN ANIMATED COUNTDOWN CLOCK

Section C (For Noncommercial broadcasters only)

N/A

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):

5/21/08- WTAE's President and General Manager spoke to residents of Blawnox Towers, one of Allegheny County's six largest senior citizen hi-rise facilities. He explained the DTV transition impact on viewers, the DTV coupon program and answered questions.

6/11/08-WTAE's Director of Sales spoke to 30 residents of Jefferson Manor, one of Allegheny County's six largest senior citizen hi-rise facilities. In general, this group of people knew about the upcoming digital transition, the actions required and which TV's in their homes would be impacted.

6/17/08-WTAE's Director of Sales spoke to 26 residents of Ohioview Towers, one of Allegheny County's six largest senior citizen hi-rise facilities. Only one person in this group did not already have a converter box or a coupon (or cable, or satellite).

Community Events

Comments (add additional sheets where necessary):
4/17-4/21/08- WTAE displayed signage and informational materials on the DTV Transition in a booth at the 2008 Pittsburgh International Auto Show with an estimated overall attendance of 90,000 visitors.

Other (describe)

Comments (add additional sheets where necessary):
4/21/08- WTAE's Director of Engineering was interviewed by the television reporter for the Pittsburgh Post-Gazette newspaper for information on what kind of reception experience viewers will have when analog broadcasting ends. He discussed the television reception conditions likely to occur in the Pittsburgh DMA and the need for antennas.

5/05/08-WTAE's President and General Manager met with senior staff representatives of Pennsylvania's Senate delegation in Harrisburg on the DTV Transition.


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	Typed or Printed Title of Person Signing
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Rick Henry	WTAE-TV President and General Manager
Signature <input type="checkbox"/> 	Date 07/03/2008

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).

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-PER, 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.