

Federal Communications Commission

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -	
Licensee WTAE HEARST-ARGYLE TELEVISION, INC.					
Call Sign WTAE-TV		Facility Id 65681		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
PITTSBURGH		PA	ALLEGHENY		15221 -
Nielsen DMA PITTSBURGH		World Wide Web Home Page Address WWW.THEPITTSBURGHCHANNEL.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	4				
<input checked="" type="checkbox"/> Digital	51				
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	
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	363
Total 5:00 a.m. to 1:00 a.m. CSTs	235

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	32
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	98
Total 6:00 p.m. to 11:35 p.m. CSTs	78

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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0

Comments:

PSA'S: WTAE IS AIRING :30 PSA'S PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.

CST'S: WTAE'S 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, VCERS, 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, AT THE MOVIES 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	3
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Comments:

ON SATURDAY, 7/19/08, WTAE AIRED THE NAB DIGITAL TELEVISION EDUCATION SPECIAL FROM 4:30-5 PM.

ON SATURDAY, 8/09/08, WTAE AIRED THE NAB DIGITAL TELEVISION EDUCATION SPECIAL FROM 1-1:30 PM.

ON SATURDAY, 9/06/08, WTAE AIRED THE NAB DIGITAL TELEVISION EDUCATION SPECIAL FROM 1:30-2 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?

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

Comments:

ALTHOUGH NOT REQUIRED TO IMPLEMENT UNTIL 11/10/08, WTAE HAS ALREADY BEGUN TO AIR THESE COUNTDOWN GRAPHICS:

EACH TIME WTAE AIRS ITS CRAWL, IT ALSO AIRS A COUNTDOWN CLOCK WHICH AUTOMATICALLY CALCULATES THE NUMBER OF DAYS LEFT UNTIL THE END OF ANALOG TELEVISION.

IN ADDITION, THE STATION AIRED THE FOLLOWING ANIMATED GRAPHICS:

7/1-7/4/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

7/7-7/11/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

7/14-7/18/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

7/21-7/25/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

7/28-8/1/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

8/4-8/8/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

8/11-8/15/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

8/18-8/22/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

8/25-8/29/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

9/1-9/5/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

9/8-9/12/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

9/15/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

9/26/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

9/29-9/30/08: A TEN SECOND ANIMATED COUNTDOWN CLOCK AIRED IN WTAE-TV'S 5AM AND 6AM NEWSCAST.

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:

DURING THIRD QUARTER 2008, THE STATION'S AIRED THE FOLLOWING NEWS SEGMENTS RELATING TO THE DIGITAL TRANSITION:

7/21/08: 5PM NEWS-WTAE AIRED A STORY ON CONVERTER BOX "RIP-OFFS" AND HOW ONE COMPANY IS ACCUSED OF TRYING TO EXPLOIT CONSUMER CONFUSION OVER THE DTV TRANSITION.

7/26/08: 6AM NEWS-WTAE AIRED A STORY ON CONVERTER BOX "RIP-OFFS" AND HOW ONE COMPANY IS ACCUSED OF TRYING TO EXPLOIT CONSUMER CONFUSION OVER THE DTV TRANSITION.

7/26/08: 9AM NEWS-WTAE AIRED A STORY ON CONVERTER BOX "RIP-OFFS" AND HOW ONE COMPANY IS ACCUSED OF TRYING TO EXPLOIT CONSUMER CONFUSION OVER THE DTV TRANSITION.

8/8/08: 5PM NEWS-WTAE AIRED A STORY ON HOW COMCAST CABLE, WHICH IS UNDER PRESSURE TO ADD MORE HIGH-DEFINITION CHANNELS, IS NOW REMOVING SOME OF THE ONES CURRENTLY ON ITS SYSTEM TO MAKE ROOM FOR MORE.

8/18/08: 5PM NEWS-WTAE AIRED A STORY ON THE FCC'S NEW DIGITAL TELEVISION TRANSITION INITIATIVE TO INCREASE CONSUMER AWARENESS NOW THAT ONLY 6 MONTHS REMAIN BEFORE THE TRANSITION DATE.

9/2/08: 5PM NEWS-WTAE AIRED A REMINDER TO VIEWERS ABOUT THE AVAILABILITY OF DTV CONVERTER BOXES AND HOW TO APPLY FOR GOVERNMENT COUPONS

9/9/08: 5PM NEWS-WTAE AIRED A STORY ON THE NATION'S FIRST DIGITAL TRANSITION TEST WHICH WAS CONDUCTED IN WILMINGTON, NORTH CAROLINA.

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:
 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 ARCHIVED VIDEO STREAMS FOR INTERNET USERS ON THEPITTSBURGHCHANNEL.COM.

 THE DTV WEBPAGE HAD NEARLY 7,400 PAGE VIEWS DURING THE THIRD QUARTER 2008.

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:
 ON TUESDAY, 8/19/08, WTAE-TV'S DIRECTOR OF ENGINEERING CONDUCTED A DTV TRANSITION EDUCATION SEMINAR WITH PATRONS OF THE CARNEGIE LIBRARY OF PITTSBURGH, NATRONA HEIGHTS BRANCH. HE ANSWERED QUESTIONS ABOUT THE DTV TRANSITION AND DISTRIBUTED HANDOUTS FROM THE NAB'S SPEAKERS BUREAU.

 ON THURSDAY, 9/04/08, WTAE-TV'S DIRECTOR OF ENGINEERING ADDRESSED A CLASS AT CARNEGIE MELLON UNIVERSITY AND DISCUSSED TECHNICAL ISSUES ASSOCIATED WITH THE DTV TRANSITION. HE AGREED TO BE AN ADVISOR TO THIS CLASS WHICH IS CONDUCTING A MARKET SURVEY ON CONSUMER AWARENESS, MULTICASTING, CONVERTER BOX ISSUES, RECEPTION AND SIGNAL STRENGTH AND ENVIRONMENTAL CONCERNS - RECYCLING OLD TELEVISION SETS. ONE GOAL IS TO ASSIST WITH MARKET RESEARCH ON THE DTV TRANSITION IN THE PITTSBURGH DMA.

ON THURSDAY, 9/25/08 WTAE-TV'S DIRECTOR OF ENGINEERING ATTENDED A CLASS AT CARNEGIE MELLON UNIVERSITY AS AN ADVISOR TO THE CLASS WHICH IS CONDUCTING IMPORTANT MARKET RESEARCH ON THE DTV TRANSITION INCLUDING CONSUMER AWARENESS, MULTICASTING, CONVERTER BOX ISSUES, RECEPTION AND SIGNAL SRENGTH AND ENVIRONMENTAL CONCERNS REGARDING THE RECYCLING OF OLD TELEVISION SETS. STUDENTS MADE PRESENTATIONS ON THE RESEARCH QUESTIONS THEY PLAN TO ASK AND METHODS OF ANALYSIS.

Community Events

Comments:
ON SATURDAY, 8/23/08, WTAE-TV SPONSORED A HEALTHY 4 LIFE EXPO AT THE DAVID L. LAWRENCE CONVENTION CENTER IN DOWNTOWN PITTSBURGH. AS PART OF THE WTAE-TV DISPLAY AREA, WE SET UP A DTV TRANSITION DISPLAY ON LOAN FROM THE PENNSYLVANIA ASSOCIATION OF BROADCASTERS. AN ESTIMATED 5,500 PEOPLE HAD THE OPPORTUNITY TO PICK UP HANDOUTS FROM THE NAB'S SPEAKERS BUREAU AT THIS DISPLAY AREA.

Other (describe)

Comments:
WTAE AIRED VIEWPOINT EDITORIALS FROM OUR PRESIDENT AND GENERAL MANAGER ON THE DTV CONVERSION FROM 8/14-8/16/08 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:

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 PRESIDENT & GENERAL MANAGER
Signature RICK HENRY	Date (mm/dd/yyyy) 10/10/2008

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