

Federal Communications Commission

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090408API	
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: 03/31/2009			
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

<p>How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?</p>
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Total 5:00 a.m. to 1:00 a.m. PSAs	418
Total 5:00 a.m. to 1:00 a.m. CSTs	380
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	43
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	162
Total 6:00 p.m. to 11:35 p.m. CSTs	100
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
<p>Comments:</p> <p>PSA'S: WTAE IS AIRING :30 PSA'S PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.</p> <p>CST'S: UNTIL FEBRUARY 5, 2009 OUR CRAWL CONSISTED 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 WAS 1:10.</p> <p>CST'S: ON FEBRUARY 6: WTAE UPDATED ITS CRAWL WITH THE FOLLOWING TEXT: "DUE TO RECENT LEGISLATION, THE NATIONAL TRANSITION DAY FOR DIGITAL TELEVISION HAS BEEN EXTENDED TO JUNE 12, 2009. ON THAT DAY, WTAE-TV WILL TURN OFF ITS ANALOG TRANSMITTER AND ANALOG-ONLY TELEVISIONS WITH ANTENNAS WILL LOSE THEIR SIGNALS UNLESS THE VIEWER TAKES ACTION NOW, 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."</p> <p>INCLUDED IN THE STATION'S TOTALS 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.</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 June 12, 2009.	
Total number of 30 Minute Informational Programs	2
Comments: WTAE AIRED THE NAB DIGITAL TELEVISION EDUCATION SPECIAL ON SATURDAY, 1/03/09, 5-5:30PM. WTAE AIRED THE NAB DIGITAL TELEVISION EDUCATION SPECIAL ON SATURDAY, 1/10/09, 2:30-3PM.	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: THIS ITEM IS NOT APPLICABLE FOR FIRST QUARTER 2009 BECAUSE THE 100-DAY COUNTDOWN REQUIREMENT WAS SUSPENDED BY COMMISSION ACTION AND SUPERSEDED BY THE DTV DELAY ACT, PUB. L. NO. 111-4, 123 STAT. 112 (2009).	

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 FIRST QUARTER 2009, WTAE AIRED THE FOLLOWING NEWS SEGMENTS RELATING TO THE DTV TRANSITION: 01/03/09: 11PM NEWS: WTAE AIRED A STORY ON GROWING CONCERNS THAT THE GOVERNMENT'S COUPON PROGRAM MAY BE RUNNING OUT OF MONEY FOR THE PURCHASE OF CONVERTER BOXES. 01/04/09: 5:30AM NEWS: WTAE AIRED A STORY ON GROWING CONCERNS THAT THE GOVERNMENT'S COUPON PROGRAM MAY BE RUNNING OUT OF MONEY FOR THE PURCHASE OF CONVERTER BOXES. 01/08/09: 5PM NEWS: WTAE AIRED A STORY ABOUT THE GOVERNMENT'S PLAN TO EXTEND THE DIGITAL TELEVISION TRANSITION DEADLINE BECAUSE SOME PEOPLE AREN'T READY FOR THE SWITCH. 01/08/09: 6PM NEWS: WTAE AIRED A STORY ABOUT THE GOVERNMENT'S PLAN TO EXTEND THE DIGITAL TELEVISION TRANSITION DEADLINE BECAUSE SOME PEOPLE AREN'T READY FOR THE SWITCH. 01/11/09: 6:30AM NEWS: WTAE AIRED A STORY ABOUT THE FCC CHAIRMAN'S WARNING OVER CONFUSION IN THE DIGITAL TELEVISION TRANSITION DELAY. 01/23/09: 5PM NEWS: WTAE AIRED A STORY REMINDING VIEWERS ABOUT THE FEBRUARY 17 DIGITAL	

TELEVISION TRANSITION DAY AND WHAT VIEWERS NEED TO DO TO GET READY FOR THE SWITCH.

01/29/09: 5:30AM NEWS: WTAE AIRED A STORY THAT THE HOUSE HAS PASSED LEGISLATION TO EXTEND THE DIGITAL TELEVISION TRANSITION UNTIL JUNE 12, 2009.

01/29/09: 6AM NEWS: WTAE AIRED A STORY THAT THE HOUSE HAS PASSED LEGISLATION TO EXTEND THE DIGITAL TELEVISION TRANSITION UNTIL JUNE 12, 2009.

01/29/09: 6:30AM NEWS: WTAE AIRED A STORY THAT THE HOUSE HAS PASSED LEGISLATION TO EXTEND THE DIGITAL TELEVISION TRANSITION UNTIL JUNE 12, 2009.

02/04/09: 5PM NEWS: WTAE AIRED A STORY CONGRESS APPROVES LEGISLATION TO EXTEND THE DIGITAL TELEVISION TRANSITION UNTIL JUNE 12.

02/05/09: 5AM NEWS: WTAE AIRED A STORY THAT CONGRESS APPROVES LEGISLATION TO EXTEND THE DIGITAL TELEVISION TRANSITION UNTIL JUNE 12.

02/05/09: 6AM NEWS: WTAE AIRED A STORY THAT CONGRESS APPROVED LEGISLATION TO EXTEND THE DIGITAL TELEVISION TRANSITION UNTIL JUNE 12.

02/06/09: 5PM NEWS: WTAE AIRED A STORY THAT HEARST-ARGYLE TELEVISION SUPPORTS THE DIGITAL TELEVISION DELAY AND THAT WTAE-TV WILL TRANSITION ON JUNE 12, 2009.

02/06/09: 6PM NEWS: WTAE AIRED A STORY THAT HEARST-ARGYLE TELEVISION SUPPORTS THE DIGITAL TELEVISION DELAY AND THAT WTAE-TV WILL TRANSITION ON JUNE 12, 2009.

02/06/09: 11PM NEWS: WTAE AIRED A STORY THAT HEARST-ARGYLE TELEVISION SUPPORTS THE DIGITAL TELEVISION DELAY AND THAT WTAE-TV WILL TRANSITION ON JUNE 12, 2009.

02/16/09: 5PM NEWS: WTAE AIRED A STORY THAT SOME PITTSBURGH TELEVISION STATIONS ARE STILL TRANSITIONING TO DIGITAL TOMORROW AND REMINDS VIEWERS WHAT TO DO TO GET READY AND WHICH STATIONS ARE MAKING THE SWITCH.

02/16/09: 11PM NEWS: WTAE AIRED A STORY THAT SOME PITTSBURGH TELEVISION STATIONS ARE STILL TRANSITIONING TO DIGITAL TOMORROW AND REMINDS VIEWERS WHAT TO DO TO GET READY AND WHICH STATIONS ARE MAKING THE SWITCH.

02/17/09: 12PM NEWS: WTAE AIRED A STORY THAT SOME PITTSBURGH TELEVISION STATIONS ARE STILL TRANSITIONING TO DIGITAL TODAY AND REMINDS VIEWERS WHAT TO DO TO GET READY AND WHICH STATIONS ARE MAKING THE SWITCH.

02/17/09: 5PM NEWS: WTAE AIRED A STORY THAT SOME PITTSBURGH TELEVISION STATIONS ARE STILL TRANSITIONING TO DIGITAL TOMORROW AND REMINDS VIEWERS WHAT TO DO TO GET READY AND WHICH STATIONS ARE MAKING THE SWITCH.

02/18/09: 12P NEWS: WTAE AIRED A STORY THAT SOME PITTSBURGH TELEVISION STATIONS MADE THE SWITCH TO DIGITAL YESTERDAY AND ONE STATION IS SWITCHING APRIL 1.

03/06/09: 5PM NEWS: WTAE AIRED A STORY THAT DTV CONVERTER BOX COUPONS WILL SOON BE MAILED OUT TO THOSE PEOPLE WHO ARE WAITING TO RECEIVE THEM.

01/12/09: 7:30PM: WTAE-TV PARTICIPATED IN A TWO-MINUTE SOFT ANALOG SHUTDOWN AS PART OF THE SECOND NATIONWIDE DTV SOFT TEST. DURING THIS TIME, WTAE-TV SIMULATED THE SHUTDOWN OF OUR ANALOG SIGNAL AND AIRED A SPECIAL MESSAGE WHICH ONLY ANALOG VIEWERS SAW ADVISING THEM OF THE UPCOMING DIGITAL TRANSITION AND ALERTING THEM THEY HAD FAILED THE TEST IF THEY WERE SEEING THE ON-AIR MESSAGE. VIEWERS WERE ADVISED TO TAKE ACTION NOW TO GET CONVERTER BOX COUPONS AND TO GO TO THE DTV 2009.ORG WEBSITE OR CALL 1-888-DTV-2009 FOR MORE INFORMATION. A LOCAL 888 PHONE NUMBER WAS ALSO AIRED FOR VIEWERS TO CALL WITH QUESTIONS.

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:</p> <p>THE STATION'S WEBSITE, 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. THE MULTIMEDIA SECTION INCLUDES AMONG OTHER THINGS, BACKGROUND INFORMATION, INFORMATION ABOUT CONVERTER BOXES, TECHNICAL INFORMATION, AND DTV FAQ'S. THE DTV WEBPAGE HAD OVER 5,500 PAGE VIEWS DURING THE FIRST QUARTER OF 2009.</p> <p>NEWS STORIES ABOUT THE DIGITAL TRANSITION, WHICH FIRST AIRED ON WTAE, ARE ALSO AVAILABLE THROUGH VIDEO STREAMS FOR INTERNET USERS ON THE WEBSITE.</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 Comments: ON FRIDAY, 1/23/09, WTAE'S DIRECTOR OF SALES GAVE A DTV EDUCATION PRESENTATION TO ABOUT 50 PEOPLE AT FOREST HILLS SENIOR CENTER, AS PART OF AN EVENT SPONSORED BY U-S CONGRESSMAN MIKE DOYLE'S OFFICE. ON WEDNESDAY, 2/11/09, WTAE-TV'S DIRECTOR OF ENGINEERING GAVE A DTV EDUCATION PRESENTATION TO A JOURNALISM CLASS AT POINT PARK UNIVERSITY. ON THURSDAY, 2/12/09, WTAE-TV'S DIRECTOR OF ENGINEERING GAVE A DTV EDUCATION PRESENTATION TO APPROXIMATELY 25 PEOPLE AT THE CRAFTON TOWER, A SENIOR CITIZEN HIGH-RISE. ON THURSDAY, 2/19/09, WTAE-TV'S DIRECTOR OF ENGINEERING, WHO ALSO SERVES AS VICE-CHAIRMAN OF SBE LOCAL 22, BEGAN SOLICITING SBE MEMBERS TO VOLUNTEER ON TRANSITION DAY, JUNE 12, TO ASSIST WITH ANTICIPATED VIEWER TELEPHONE CALLS AMONG PITTSBURGH TV STATIONS.	
<input type="checkbox"/> Community Events Comments:	
<input type="checkbox"/> Other (describe) Comments:	
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) 04/08/2009

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).

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