Approved by OMB
3060-1115

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) WUAB-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	Channel Numbers			Community of License			
				City	State	County	Zip Code
WUAB	Analog	43	☒	Lorain	OH	Cuyahoga	44052
	Digital	28.1	☒				

Licensee	WOIO License Subsidiary, LLC

Above, circle the Channel Number(s) to which this form applies.	Nielsen DMA	World Wide Web Home Page Address
	17	www.my43.net

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
8532		10/01/05

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	0
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	0
Total 6:00 a.m. to 9:00 a.m. CSTs	1

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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	2

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):
See Exhibit A for complete breakout of days/times that PSAs and CSTs aired. All PSAs were locally-produced.

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

Comments (add additional sheets where necessary):

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*

_____ *Animated Graphics*

_____ *Graphic and Audio Displays*

_____ *Longer Form Reminders*

Comments (add additional sheets where necessary):

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):
WUAB aired a news package within the 10PM newscast on 1/1/08 (see Exhibit B for copy of script).

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):
WUAB posts a hyperlink to DTV content on WOIO website (www.19actionnews.com). Content includes a countdown clock and answers to frequently-asked questions regarding the digital transition. See Exhibit C (total = 20 pages) for copies of web content. Also included (as Exhibit D) is data regarding website activity (impressions, page views, visits & average time viewed) specific to the DTV portion of our 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):
DTV educational/informational presentation to Berea Kiwanis on 1/8/08 by James Stunek (Dir.of Operations/Production); DTV educational/informational presentation given to Rocky River Rotary Club on 3/17/08 by Lisa McManus (Program Mgr).

☐ Community Events

Comments (add additional sheets where necessary):

☐ Other (describe)

Comments (add additional sheets where necessary):

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
Lisa McManus	Program Manager
Signature ☒ Lisa McMan	Date 4/7/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/CR 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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EXHIBIT A

DTV CRAWLS CHECKLIST - First Quarter 2008

WUAB-TV

DMA 17...Cleveland-Akron (Canton)

DATE	DAY OF WEEK	SHOW	TIME SCHEDULED	ACTUAL AIR TIME FOR CRAWL
3/31/2008	Monday	Roseanne	8:30 AM ET	08:57:10-08:57:48
3/31/2008	Monday	Family Guy	6:30 PM ET	06:30:35-06:31:14
3/31/2008	Monday	Two and A Half Men	7:30 PM ET	07:30:43-07:31:21

EXHIBIT B
WUAB-TV
DTV Transition News Package
Airdates/times:
Within 10-11PM newscast on Tuesday, 1/1/08

DURATION:0:00] {***pkg***}
[TAKE SOT] {***sot***} **orlo** talking
IMAGINE THE WORLD WITHOUT 19 ACTION NEWS.
[TAKE SOT] {***SOT***} fuzz
[CG :2 Line Locator\Steelyard Commons\CLEVELAND]
IT'S UNIMAGINABLE, BUT IF YOU'RE NOT INTO HIGH TECH AND YOU'VE GOT A TV SET THAT'S MORE THAN A FEW YEARS OLD IT COULD BECOME YOUR REALITY FEBRUARY 17TH, 2009. IT'S A DEVELOPMENT THAT FEW FULLY UNDERSTAND.
[CG :2 Line Locator\Kevin Street\CLEVELAND]
I understand that it's happening but I don't know.
[CG :2 Line Locator\Glenn Russell\CLEVELAND]
Yeah, I heard the commercial about **digital** television about switching over. You're not gonna be able to even play regular TV without having it.
THE BOTTOM LINE IS KIND OF A THROW BACK. MUCH LIKE THE 50'S WHEN UHF CHANNEL'S 14 THROUGH 83 CAME ON THE AIR AND IT TOOK A CONVERTER TO GET THEM.
[CG :Reporter **Orlo**usky, Paul\CLEVELAND]
Local television stations have spent millions of dollars, converting camera's, control rooms, and transmitters to send out **digital** signals. But can you receive them? Leave it to the government. Thanks to them it's your turn to spend money. Your choices, buy a **digital** TV, or a converter for your current set. Or subscribe to cable, or satellite. Hey it's not their money.
[CG :2 Line Locator\Mike Fisher\BEST BUY "GEEK"]
It's only gonna effect people who receive over the air boxes.
BUT THAT COULD BE THE LOWEST INCOME PEOPLE, THOSE WHO CAN'T AFFORD TO PAY FOR WHAT STATIONS SEND OUT FOR FREE. WITH THAT IN MIND WITH THE NEW YEAR YOU CAN SIGN UP FOR A $40 REBATE COUPON FROM THE GOVERNMENT TO HELP YOU PAY FOR A CONVERTER. DTV2009.GOV IS THE ADDRESS. YOU CAN LINK IT THROUGH OUR WEB SITE.
BUT DON'T BE FOOLED INTO THINKING THIS WILL GET YOU ALL THE WAY TO HIGH TECH.
By no means is it gonna become all HD. It's just gonna be a **digital** frequency.
THE GOVERNMENT IS TRYING TO LEGISLATE TECHNOLOGY AND IT'S DONE SUCH A GOOD JOB THAT A GUY ON YOU TUBE SAYS THIS HOME MADE ANTENNA IS THE BEST WAY TO GET HD ONCE YOU GET A CONVERTER. LOOKS LIKE GOVERNMENT WORK DOESN'T IT. PAUL ORLOUSKY 19 ACTION NEWS.
[INSERT
OUTCUE: PAUL **ORLO**USKY 19 ACTION NEWS]

EXHIBIT C WUAB-TV

BANDS MOVIES PEOPLE DATING TIMEWASTERS

Win Prom Package from Catan Fashions

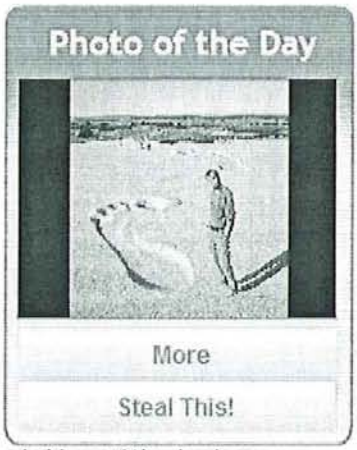
Cleveland's Go-To Place For Everything.

[What is Studio43?] [Watch Past Episodes]

- **Backstage Pass: Tony Rio and Relentless** We went to Dirty Cowboy's in Medina and found a great band, a great venue and one mean bull. Could you stay on for 8 seconds?
- **Photos from St. Patrick's Day** - MY43.Net rocked all of Cleveland with help from the **Jack Fords**. Check out some photos.

THE BIG SWITCH

>> See more St. Patrick's Day photos here



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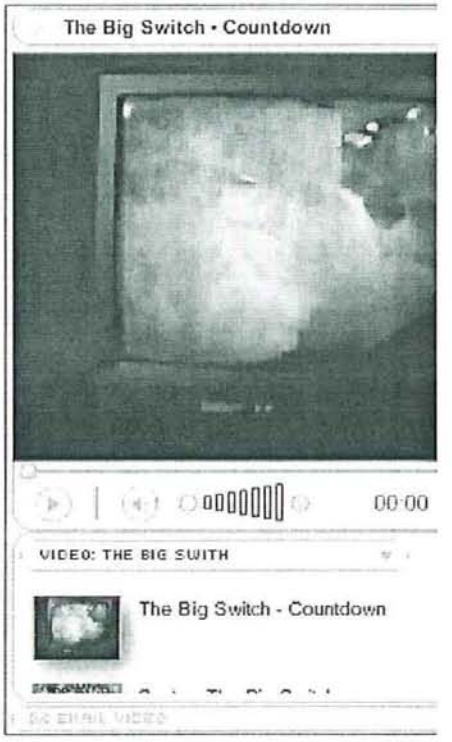

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A Guide to Digital Television

By now you've probably heard about digital television. You know that local TV stations around the country are transitioning to digital TV. But you might not know what that means for you. Here's a guide to help you understand the new universe of digital TV. **The NTIA Converter Box Coupon Program - Click Here**

More >>

TOP HEADLINES

- **Will I be able to use my VCR, DVD player and camcorder with an HDTV set?**
- **Do I already have DTV via digital cable or satellite?**
- **Will I need a new TV?**
- **What is the digital TV transition?**
- **What is digital television (DTV)?**
- **Once broadcasters transition from analog to digital, will analog televisions will be obsolete?**
- **What is the February 17th, 2009 DTV deadline date?**
- **Why are we switching to DTV?**
- **Is HDTV the same thing as DTV?**
- **How do I get DTV or HDTV?**

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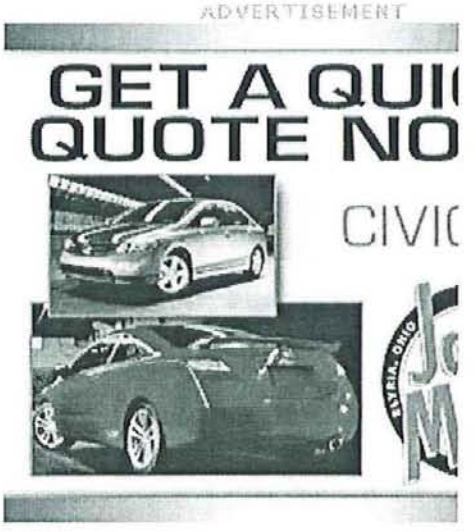

HUDEC DENTAL ASSOCIATES
making smiles that last

Evening and Saturday Appointments

- **TV Types: Facts at a Glance**
- **DTV FAQs**
- **Title III--Digital Television Transition and Public Safety**

- DTV Glossary

Additional DTV Resources

- Troubleshooting DTV Reception with an Antenna
- DTV Publications
- What's On DTV?
- National Association of Broadcasters DTV Information Site
- Digital Television Transition Coalition
- NTIA Converter Box Information
- HDTV Magazine DTV Primer
- Consumer Electronics Retailers DTV Q&A
- Antenna Consumers Guide

DTV Shoppers' Guide

It's High Time for High-Def
With a federal deadline changing the way TV signals are broadcast less than two years away, now is the time to purchase an HDTV. This primer will help you figure out what to buy.
More >>

What You Should Know Before You Buy

No need to feel overwhelmed by the Digital TV transition; here's what you need to know before you go shopping for updated equipment.
More >>

Terms You Need to Know
Take this cheat sheet along when you go shopping.
More >>

En Espanol

EL GRAN CAMBIO â€" Cuenta regresiva a TelevisiÃ³n Digital (DTV)

Questions & Answers from The Video Guru

- **The Video Guru - Q&A: What is the difference between analog and digital?**
- **The Video Guru - Q&A: When does the change take place?**
- **The Video Guru - Q&A: Will I have to buy a DTV?**
- **The Video Guru - Q&A: What is HD ready / HD compatible?**
- **The Video Guru - Q&A: What do I need to watch HDTV?**

More DTV FAQs More >>

What is digital television (DTV)?

What is the digital TV transition?

What is the February 17th, 2009 DTV deadline date?

Why are we switching to DTV?

Is HDTV the same thing as DTV?

Will I need a new TV?

Once broadcasters transition from analog to digital, will analog televisions will be obsolete?

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Will I be able to use my VCR, DVD player and camcorder with an HDTV set?

Do I already have DTV via digital cable or satellite?

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A Guide to Digital Television

En Espanol

EL GRAN CAMBIO – Cuenta regresiva a Televisión Digital (DTV)

By Daisy Whitney

By now you've probably heard about digital television. You know that local TV stations around the country are transitioning to digital TV. But you might not know what that means for you. Here's a guide to help you understand the new universe of digital TV.

Broadcasters are changing to digital because the government has mandated that local TV stations must provide their programming in the new broadcasting technology known as digital TV. Digital brings a crisper, clearer look to your TV picture. Digital technology also lets broadcasters transmit network programming in high-definition as well, also a much sharper picture. Finally, digital technology is also more efficient and frees up space to transmit other information, such as safety services or additional channels. Nearly all local stations are currently sending their programming today in digital, but they also are continuing to transmit their signals in analog. But, they will no longer transmit their programs in analog after Feb. 17, 2009, per the government mandate.

However you won't lose your local programming on that date. Nor do you have to rush out today to buy a new set. But here's what you will need to know to keep receiving your regular programs from the local station.

The big question you probably have is what do you need to buy?

All high-definition sets are also digital, but not all digital sets are high-definition.

If you decide to take the high-definition plunge, you'll need a new set. High-definition sets have dropped significantly in price the last few years. While you can still spend several thousand for a fancy model to hang on the wall or stretch across your living room, the good news is you can also buy a high-definition set for under $500 today. Head into any electronics retailer that sells TVs and you should be able to find one. You may want to check a consumer guide in advance for specific details on makes and models.

Once you've got the set, you'll either need to sign up for high-definition programming from your cable provider or satellite operator. But if you don't have cable, you can still get high-definition signals and digital TV. You simply need an antenna appropriate for your location

receive your local programming free over the air on your new high-definition set.

Also, remember that if you don't want to invest in a high-definition TV, your set won't go dark on Feb. 18, 2009. You can essentially turn your analog TV of today into a TV that receives digital signals simply with a converter box. You might even be eligible to receive a government subsidy towards the purchase of one. You can also buy a converter box from most electronics stores like Circuit City, Best Buy, Radio Shack or a locally-owned dealer.

When you go to the store, simply tell the salesperson that you need a high-definition receiver to get digital signals.

By the end of 2007 more than 47 million households in the United States will have high-definition TV sets, up from 35 million at the end of 2006. Also, by the end of 2007, only 16 million of those 47 million homes will have hooked up their high-definition sets to high-defitnion programming, according to Jupiter Research. Many consumers don't realize they must sign up for HD programming from their cable or satellite operator, or use rabbit ears to receive the programming free via their local broadcaster.

So if you do buy that new set, don't forget to get the programming too!

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The NTIA Converter Box Coupon Program

Example Converter Box Coupon

What is a digital-to-analog converter box and how do I get one?

Digital-to-analog converter boxes will make DTV signals viewable on analog TV sets. These converter boxes will be available in retail stores during the transition. The National Telecommunications and Information Administration (NTIA) of the U.S. Department of Commerce has been directed by Congress to set up a program that will allow households to obtain coupons that can be applied toward the purchase of digital-to-analog converter boxes.

When can I apply for my coupons?

You can apply for a coupon between January 1, 2008 and March 31, 2009, while supplies last.

How do I request a coupon?

Between January 1, 2008 and March 31, 2009, you can request a coupon while supplies last in one of four ways:

- Apply online
- Call the Coupon Program 24-hour hotline 1-888-DTV-2009 (1-888-388-2009), TTY 1-877-530-2634 (English), TTY 1-866-495-1161 (Spanish)
- Mail a coupon application to: PO BOX 2000, Portland, OR 97208-2000. Download a Coupon Application here.
- Fax a coupon application to 1-877-DTV-4ME2 (1-877-388-4632)

The consumer contact center will operate in six languages in addition to English: French, Russian, Simplified Chinese, Spanish, Tagalog and Vietnamese. The contact center will be accessible for hearing-impaired persons through a TTY number. The contact center and website can help answer questions you may have about obtaining and redeeming coupons, checking the status of your coupon request, and other issues.

Are coupon applications available any place else such as the library or grocery store?

NTIA is working with its partners to make applications available in the places where it makes the most sense for each community. The easiest way to apply is to call 1-888-388-2009, or, apply online. If you don't have a computer, your local library probably has computer terminals for public use.

Will retailers make coupon applications available in their stores?

Some retailers may offer coupon application forms at their stores. Retailers, however, cannot provide the coupons; consumers must request them from the Government. The decision to provide applications is up to each retailer. The easiest way to apply is to call 1-888-388-2009, or apply online.

When will I get my coupons?

Consumers who apply at the beginning or 2008 will receive their coupons when TV converter boxes are expected to be available in retail stores, probably in late February or early March.

What will the TV converter box coupon look like?

Coupons will look like plastic credit cards or gift cards used widely in the retail industry. Unlike gift cards, TV converter box coupons will carry no stored value and can only be used towards the purchase of eligible TV converter boxes.

Are all consumers eligible for the coupon program?

Yes, but supplies are limited. There are 22.25 million coupons available to all U.S. households. Once those coupons have been used, there are an additional 11.25 million coupons available only to households that solely receive their TV broadcasts over-the-air using an antenna. Households with TVs connected to cable, satellite or other pay TV service are not eligible for this second batch of coupons. Consumers can apply for coupons until March 31, 2009, or until the funds are exhausted.

How many coupons can I request?

Each household can request a maximum of two coupons. Each coupon may be applied towards the purchase of a single converter box. The coupons can be ordered one at a time or both at the same time.

What information do I need to provide the government to request my coupons?

The TV converter box coupon application requires that you provide your name, household address, number of coupons requested (maximum of two) and whether you subscribe to cable, satellite or other pay television service.

Will the government use my name and address for other purposes?

No. Your personal information is protected under privacy laws and will not be sold or used for other purposes other than administering the NTIA Coupon Program.

Are nursing homes, group homes and other institutions eligible for coupons?

Applicants must meet the Census definition of a household as consisting of "all persons who currently occupy a house, apartment, mobile home, group of rooms, or single room that is occupied as separate living quarters and has a separate U.S. postal address." A household is defined as separate living quarters with a separate U.S. Postal address. This definition includes all households located in U.S. Territories, but does not include Post Office Boxes.

Can I apply for someone who is unable to apply for themselves, such as an elderly parent?

Yes, but you will need to use their home address which will be validated for eligibility. Only two coupons can be used per U.S. household address, and the coupons are intended for the resident of that household.

What if I receive my mail at a Post Office Box?

The government can mail coupons to Post Office boxes in areas without home mail delivery. Post Office boxes will be accepted only for households on Indian reservations, Alaskan Native villages and other rural areas. The government may request additional information to validate the physical location of these households.

About the Digital Converter Box

How much do I have to pay for a TV converter box?

When TV converter boxes are available, retail stores will set the price. TV converter boxes are expected to cost between $50 and $70. The Federal Government permits each U.S. household up to two $40 coupons to help pay for the cost of the converter box. After applying the coupon, participating retailers will charge consumers the remaining balance of between $10 and $30.

When can I buy a TV converter box?

TV converter boxes are expected to be available in early 2008 at retailers where you would normally buy consumer electronics products. Before shopping for your converter box, you might want to call ahead to make sure retailers have converter boxes available.

What is meant by an "eligible" TV converter box?

TV converter box models must meet technical and performance standards determined by the National Telecommunications and Information Administration (NTIA) in order to qualify for the Coupon Program. A list of eligible make and model numbers for purchase with the coupon can be found at our website, by clicking here.

Which manufacturers are making the TV converter boxes?

Are there differences?See a complete list of eligible TV converter boxes here. TV converter box features may vary depending on the brand; however all models will allow your analog TV to continue to operate after February 17, 2009. The best way to get information on individual converter boxes is to visit the manufacturer's website-or ask a customer service specialist at a store that sells them.

Does someone have to come into my home to install the converter box?

No, you should be able to install the converter box yourself using the instructions provided by the manufacturer. For specific questions, you should call the manufacturer's technical support hotline or ask your retailer. The NTIA program does not provide technical support.

How big is the converter box?

Converter boxes are about the size of a paperback book. Most will fit on top of a small to medium TV set.

Can I use the converter box along with my cable box?

No. Converter boxes from this program work only with over-the-air broadcast television signals, not cable or satellite service.

Will I receive Closed Captioning through a converter?

Yes. Manufacturers of converters are required to provide Closed Captioning for display on your television.

Do I need to purchase a TV converter box that is the same brand as my TV?

No.

I have a handheld or battery-powered TV. Will this work after February 17, 2009? Can I connect it to a TV converter box?

Generally not.

Will my VCR or DVD player still work once I plug my converter box into my TV?

The analog equipment you currently use will continue to work with (output to) your analog TV set just as before, but they will not be able to receive over-the-air programming without the TV converter box. Attach the converter to your VCR, TiVo, DVD-R, etc. instead of hooking it directly to your TV.

Can I start using my TV converter box now or do I need to wait until after February 17, 2009 for it to work?

Consumers can begin enjoying the benefits of digital television today. Because most full-power stations are currently broadcasting both in digital and analog, viewers can plug in their converter boxes and generally receive a clearer picture and "multicast" channels, where they are available.

Will I receive High-Definition TV with a converter box?

No. Analog televisions are not capable of displaying High-Definition resolution, but the picture will generally be better with a TV converter box. If you want to view High-Definition TV, then you will need one of the newer sets rated for "High-Definition" resolution.

More FAQs

Source: https://www.dtv2009.gov/FAQ.aspx

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Will I be able to use my VCR, DVD player and camcorder with an HDTV set?

HDTV sets are "backward compatible," meaning existing analog equipment (VCRs, DVD players, camcorders, video games, etc.) will work on digital TV sets, but not in high definition. Their video will be displayed in the maximum resolution that is available with each product.

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Do I already have DTV via digital cable or satellite?

You may have DTV if you subscribe to the digital package and get digital programming, often described as HDTV. But the digital cable tier and satellite service are not necessarily DTV. Your cable or satellite system may be using digital technology as a more efficient way of delivering analog programming to you. If you have an analog television set, then you are probably not getting DTV, even though the reception may be somewhat improved. Check with your cable or satellite provider to find out for sure.

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Will I need a new TV?

Your current television will work as it does now until analog broadcasting stops. Even after the transition is over, your current TV will not become obsolete. A converter box can be used to receive broadcast DTV signals and change them into the format of your current television. In addition, if you use your analog set with a multichannel pay service like cable or satellite, it will continue to work as it always has. Even with a converter box, however, your current analog television will not be capable of displaying the full picture quality of DTV. To enjoy the full picture quality, you must have a DTV set. Subscribers to cable and DBS services should contact their providers regarding converter boxes for those services.

What do DTV sets look like and what will they cost?
Most DTV sets have wider, more rectangular screens than current analog TVs. This widescreen format allows for images that are more like those shown in a movie theater. Like current TV sets, a range of sizes is available. As with most new consumer electronics technologies, DTV sets have become less expensive since their introduction. Prices are expected to continue to decrease over time and will vary depending on screen size, display technology, and other features.

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What is the digital TV transition?

The switch from analog TV (the traditional TV system using magnetic waves to transmit and display TV pictures and sound) to digital television (the new TV system using information transmitted as "data bits" -- like a computer -- to display movie-quality pictures and sound), is referred to at the digital TV (DTV) transition.

In 1996, the U.S. Congress authorized the distribution of an additional broadcast channel to each TV broadcaster so that they could introduce DTV service while simultaneously continuing their analog TV broadcasts. In addition to improved picture and sound quality, an important benefit of DTV is that it will free up parts of the broadcast spectrum for public safety as well as other valuable uses. This is possible because the modern technology of DTV is more efficient than analog TV technology.

DTV allows the same number of stations to broadcast using fewer total channels (less of the broadcast spectrum) which will free up scarce and valuable spectrum for public safety and new wireless services.

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Once broadcasters transition from analog to digital, will analog televisions will be obsolete?

No. Set-top boxes which convert digital signals to analog signals are available now and will continue to be available at lower prices to consumers as the transition progresses. However, to enjoy the full benefits of Digital TV, including superior sound and clarity, you must own a Digital TV set. An analog television, with the addition of a set-top box, will still allow viewers to enjoy all of the programming they have always enjoyed.

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What is the February 17th, 2009 DTV deadline date?

Congress passed a law on February 1, 2006, setting a final deadline for the DTV transition of February 17, 2009. Most television stations will continue broadcasting both analog and digital programming until February 17, 2009, when all analog broadcasting will stop. Analog TVs receiving over-the-air programming will still work after that date, but owners of these TVs will need to buy converter boxes to change digital broadcasts into analog format. Converter boxes will be available from consumer electronic products retailers at that time. Cable and satellite subscribers with analog TVs should contact their service providers about obtaining converter boxes for the DTV transition.

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Why are we switching to DTV?

DTV is a more flexible and efficient technology than the current analog system. For example, rather than being limited to providing one "analog" programming channel, a broadcaster will be able to provide a super sharp "high definition" (HDTV) program or multiple "standard definition" DTV programs simultaneously. Providing several program streams on one broadcast channel is called "multicasting." The number of programs a station can send on one digital channel depends on the level of picture detail, also known as "resolution," desired in each programming stream. DTV can provide interactive video and data services that are not possible with "analog" technology.

Converting to DTV will also free up parts of the scarce and valuable broadcast airwaves. Those portions of the airwaves can then be used for other important services, such as advanced wireless and public safety services (for example, police, fire departments, and rescue squads).

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Is HDTV the same thing as DTV?

No. HDTV is the highest quality of DTV, but it is only one of many formats. In addition to HDTV, the most common formats are Standard Definition Television (SDTV) and Enhanced Definition Television (EDTV).

SDTV is the baseline display and resolution for both analog and digital. Transmission of SDTV may be in either the traditional (4:3) or wide-screen (16:9) format.

EDTV is a step up from Analog Television. EDTV comes in widescreen (16:9) or traditional (4:3) format and provides better picture quality than SDTV, but not as high as HDTV.

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How do I get DTV or HDTV?

Receiving the DTV and HDTV signals over-the-air requires an antenna and a new DTV receiver that can decode the digital signals. In general, an antenna that provides quality reception of over-the-air analog TV signals will work for DTV reception.

If you are a cable or satellite customer, you may need a **set-top box** to receive DTV signals and convert them into the format of your current analog television, even after the DTV transition is complete. A DTV set-top box also may receive multicast channels and high definition programming and display them in analog picture quality.

Check with your cable or satellite provider to determine if and when you will need a set-top box. A listing of the operational DTV stations is available at http://www.fcc.gov/mb/video/files/dtvonair.html. Satellite TV providers and most cable systems are currently offering DTV programming. Subscribers should check with their service providers to see what programming is available in their area.

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TV Types: Facts at a Glance

Digital Television Facts At A Glance

Analog

- Date for final transition to digital is February 17, 2009. After that date, stations will only broadcast digital signals.
- Consumers will always be able to connect an inexpensive receiver, a set top box, to their existing analog TV to decode DTV broadcast signals.
- Set top boxes will not convert your analog TV to high-definition.
- Analog TVs will continue to work with cable, satellite, VCRs, DVD players, camcorders, video games consoles and other devices for many years.

DTV

- Digital cable or digital satellite does not mean a program is in high-definition.
- Digital pictures will be free from the 'ghosts' and 'snow' that can affect analog transmissions.
- Multicasting is available.
- HDTV is available.
- Data streaming is available.

HDTV

- High-definition broadcasts offered.
- Best available picture resolution, clarity and color.
- Dolby theatre surround-sound.
- Dolby surround-sound.
- Wide screen 'movie-like' format

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EXHIBIT D

WUAB-TV

WUAB-TV Website Activity

THE BIG SWITCH (DTV Education Information)

DTV Internet Activity

The Big Switch

01/01/08 - 03/31/08

Impressions	1,133,000	http://www.woio.com
Page Views	3,453	http://www.woio.com/global/Category.asp?C=102239
Visits	1,992	http://www.woio.com/global/Category.asp?C=102239
Average Time Viewed	0:46	http://www.woio.com/global/Category.asp?C=102239