

FCC 388

DTV Quarterly Activity Station 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 be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WEAU

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

033108

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 <p style="font-size: 24pt; font-weight: bold;">WEAU</p>	Channel Numbers Analog <u>13</u> <input checked="" type="checkbox"/> Digital <u>39</u> <input checked="" type="checkbox"/>	Community of License			
		City	State	County	Zip Code
		Eau Claire	WI	Eau Claire	54701
Licensee <u>Gray Television, Inc.</u>					
Above, check the Channel Number(s) to which this form applies.			Nielsen DMA <p style="font-size: 24pt;">127</p>	World Wide Web Home Page Address <p style="font-size: 24pt;">www.wEAU.com</p>	
Facility ID Number <p style="font-size: 24pt;">7893</p>	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 120105		

NA

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

205

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

18

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

14

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

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

NA

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

35

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

4

Comments (add additional sheets where necessary):

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):

February 15, 2008 at 10AM & February 17, 2008 at 5PM, WEAU-TV aired a 30 minute locally produced special "DTV Getting Prepared." Segments included; What is DTV? Getting the Digital Signal? Buying an HDTV set!, Installing DTV Equipment, & DTV Frequently Asked Questions and Events.

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?

- NA *Graphic Displays*
- NA *Animated Graphics*
- NA *Graphic and Audio Displays*
- NA *Longer Form Reminders*

Comments (add additional sheets where necessary):

NA

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):
See Attachment A

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):
See Attachment B

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):
See Attachment C

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):

Attachment A

News reports that ran in 1st Quarter, 2008:

Jan 2, 2008	"Digital TV"	5PM News
Jan. 7, 2008	"Digital Converter"	Sunrise News
Jan. 10, 2008	"TV Converters"	Sunrise News
Jan. 18, 2008	"Digital TV Converter Box - Coupon Information"	10AM News
Feb. 18, 2008	"Converter Coupons"	Sunrise News
March 4, 2008	"TV Test Run"	Sunrise News
March 13, 2008	"HDTV Meeting"	6PM News
March 14, 2008	"Digital TV"	Sunrise News

Attachment B

WEAU-TV has an "HDTV" tab/link on our homepage. (www.weau.com) A "Countdown to the DTV Transition" is listed as well as numerous articles about DTV. Some of the following information can also be found:

- HDTV Facts
- Types of HDTV's
- DTV Transition Contact Information
- Numerous DTV Transition Links
- Helpful Information Regarding HDTV
- The Digital TV Transition

Attachment C

Speaking Engagements

On March 13 and March 25, 2008 in Eau Claire and La Crosse, the Wisconsin Broadcasters Association held an afternoon public digital transition regional meeting in which the conversion boxes were demonstrated and the floor was opened to questions. Station representatives, both engineering and management, were present to provide answers.

On March 18 and March 25, 2008 in Eau Claire and La Crosse, the local SBE chapter organized an evening digital conversion forum with co-hosting from market stations. This was primarily technical and involved antenna and satellite installers plus retailers. We also had an antenna manufacturing representative on hand to inform them of pitfalls and antidotes. NAB power point was used and the "DTV Answers" brochure was offered for handout.

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 THOMAS BENSON	Typed or Printed Title of Person Signing PRODUCTION MANAGER
Signature 	Date 04/09/08

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