

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)

KYW-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 KYW-TV	Channel Numbers		Community of License			
	Analog	3 <input checked="" type="checkbox"/>	City	State	County	Zip Code
Digital	26 <input type="checkbox"/>	Philadelphia	PA	Philadelphia	19130	
Licensee CBS Broadcasting Inc.						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA Philadelphia	World Wide Web Home Page Address www.cbs3.com		
Facility ID Number 25453	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 08/01/2015			

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

130

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

101

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

80

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

33

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

1

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

Jim Donovan/DTV :30 1-888-DTV-2009 cbs3.com (link to dtvanswers.com, ntia.doc.gov, dtv.gov, dtvfacts.com, antennaweb.org)

Larry Mendte/DTV :30 1-888-DTV-2009 cbs3.com (link to dtvanswers.com, ntia.doc.gov, dtv.gov, dtvfatcs.com, antennaweb.org)

NAB Just a Box :30 1-888-DTV-2009 dtvanswers.com

NAB Just a Box :15 1-888-DTV-2009 dtvanswers.com

All efforts from January 1, 2008 thru March 30, 2008 were voluntary as they occurred before the effective date of the rules

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

None

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):

1/10/2008 - 4 p.m. news - Story telling viewers how they can receive coupons to help defer the cost of converter boxes for digital television. An expert from Best Buy explained who would need the converter boxes. The piece also gave viewers the 1-888-DTV2009 toll free number and www.dtv2009.gov website so they could obtain more information. The story closed by telling viewers which retailers were accepting the DTV coupons.

1/11/2008 - 5 a.m. news - Story focusing on the switch to digital television. The package told viewers who still use over-the-air antennas that they may need to get a converter box. It also told them that the government would help pay for the necessary box.

1/13/2008 - 8 a.m. news - This story told viewers who would most likely need a digital converter box. The package also discussed the government program of coupons to help people defer the the expense of converting their old televisions. Once again, the 1-888-DTV-2009 phone number was given out, as well as the www.dtv2009.gov website address.

2/17/08 - 7 a.m. Another story telling viewers about the digital conversion, converter boxes and who might need them. People were told if they have an older set and use rabbit ears, they would probably need a converter to watch TV in February 2009. This report also mentioned that the government had begun mailing out coupons for the converter boxes some viewers may need.

2/18/08 - 4 p.m. This story reinforced the message about the DTV hotline (1-888-DTV2009) and the www.dtv2009.gov website.

2/29/08 - 4 p.m. and 3/2/08 6 a.m. Package told viewers that this time next year all television would be digital and that they may need to make some changes to receive over-the-air television in February 2009. Once again the coverter box was explained, and viewers wre told about the government coupon program to help them cover the expense of buying these converters. This story also demonstrated how the coverter box should be hooked up to an antenna and then to the analog television set. Viewers were also told about the 90 day expiration date for the coupon program.

3/26/08 - 4 p.m. and 6 p.m Coverage on this day started with our news team telling viewers about our DTV conversion phone bank. Our reporter talked with one local resident who already received her digital converter box. The reporter followed her through the hook up of the box to her set. The woman told how simple the installation was, and how much better her new digital signal was over the old fuzzy, snowy analog picture.

3/26/08 - 11 p.m. and 3/28/08 6 a.m. - We checked stores and found several different prices for the DTV converter boxes. Was the one that cost more better? Our 3 On Your Side team tested them to find out. The results showed how easy all of them were to set up, and how much better the picture was over analog in a side-by-side test. Some of the boxes had a few different features, but they all

essentially performed the same.

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):
KYW-TV has a section on its homepage dedicated to the digital transition. When viewers go to the site, they can click on the headline and be taken to a section with FAQs and other DTV information. Topics such as, how to get a converter box and who is affected by the changes are addressed in this section. Other helpful links related the DTV conversion are included .

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):

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):
KYW-TV sponsored a DTV transition phone bank during its 4 and 6 p.m. newscasts on March 26. Viewers were encouraged through crawls over proگرامing and reminders throughout our 4 and 6 p.m. newscasts to call the phone bank with questions. Our engineers and other digital television experts took calls and told viewers how the new system would work. Our consumer reporter did several live "hits" from the phone bank during the course of the newscasts.

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 Dominick Nardo	Typed or Printed Title of Person Signing Creative Services Director
Signature <input checked="" type="checkbox"/>	Date 04/08/08

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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