

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)

WCVB-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 WCVB-TV	Channel Numbers		Community of License			
	Analog	5 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	20 <input checked="" type="checkbox"/>	Boston	MA	Suffolk	02494
Licensee WCVB Hearst-Argyle Television, Inc.						
Above, circle the Channel Number(s) to which this form applies. 5, 20			Nielsen DMA Boston	World Wide Web Home Page Address www.thebostonchannel.com		

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
65684		04/01/2007

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

122

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

49

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

12

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

6

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

18

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

0

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):

Pursuant to DA 08-757, the reporting period covered by the instant report only includes one day, March 31, 2008. Nonetheless, this report provides information about voluntary measures taken by the Station prior to the effective date of the applicable rule.

The Station has locally produced a series of 'Digital Truth' informational PSAs hosted by WCVB-TV lead anchor Ed Harding. These PSAs will air in all day parts through February 2009. These spots will answer FAQ's and send viewers to the station's dedicated DTV webpage.

For Second Quarter, the Station has planned an enhanced PSA rotation schedule of 29 (: 30) spots per week in all time periods.

-On January 1, 2008 we began featuring the 'Countdown to Digital' clock as bumpers in our morning newscasts.

On Sunday, February 17, 2008, all of our newscasts featured the 'Countdown to Digital' clock and sent viewers to our website for more information.

-Also on Sunday February 17, six NAB Digital Conversion PSAs were added to our program log.

-NAB DTV PSAs have been in our rotation since late 2007.

-Crawls were added to the log on March 31. The crawls run about :44 seconds and are scheduled for all dayparts. The text of the crawl is: "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 TVs 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 calling 1-888-DTV-2009 or going to thebostonchannel.com.

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

Comments (add additional sheets where necessary):

On May 14, 2007 at 7:30 pm the Station aired a locally produced half hour program on digital television and the DTV transition on our award-winning nightly newsmagazine "Chronicle." Describing WCVB's move as the first station in the Boston market to broadcast in high definition, the 30-minute program featured interviews with Massachusetts Congressman Ed Markey and WCVB President and General Manager Bill Fine. The "Chronicle" program received a 5 rating, representing about 250,000 people. "Chronicle" has shot, edited, produced and aired in full HD since October 2006. "Chronicle" has been producing and highlighting field shows in HD since 1999.

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):

-We have titled our 2008 News information campaign on the DTV transition, "Digital Truth." "Digital Truth" will be woven through relevant station, news reports and public service announcements.

Station newscasts will feature a series of 'Digital Truth' reports throughout the year including but not limited to such topics as:

- Overview of Digital TV Transition
- Converter Box availability
- Converter Box Coupon Program
- Buying a Digital TV
- Disposing of your old analog set

During the week prior to February 17, 2008, WCVB President and General Manager Bill Fine recorded an editorial advising our audience about the upcoming transition and its importance to the viewing audience. The 1:30 editorial, which was closed-captioned, aired 9 times at the end of newscasts. The editorial received about 50 rating points.

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):

-The Station's website, www.thebostonchannel.com, has two sections featuring DTV information. One section is accessible by clicking the DTV countdown clock prominently featured on the homepage. This multimedia section includes, among other things, background information, information about DTV converter boxes, technical information, and FAQs. The website also has a section devoted to information relating specifically to HDTV, at www.thebostonchannel.com/hdtv.

-On February 21, 2008 at 12:35, Midday Anchor and Consumer Reporter Susan Wornick hosted the first of many live, web casts on our website thebostonchannel.com, answering viewer email questions on the transition along with WCVB Chief Engineer Rick Zach. The web cast was teased in our newscasts in the week leading up to the first 'Digital Truth' web cast. The 40-minute webcast was live-streamed to/carried by other Hearst-Argyle Television websites and is archived online on the Station's website for

viewing on demand. 5600 people joined the webcast. The Station is planning 'Digital Truth' webcasts each quarter.

-Visitors to our website can also view General Manager Bill Fine's DTV Editorial or print the text.

-We have created web banners carrying the 'Countdown to Digital' message that will be dispersed throughout thebostonchannel.com and will link back to our dedicated DTV section.

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):

-President and General Manager Bill Fine and Director of Public Affairs Karen Holmes Ward are both registered as speakers for the NAB DTV Speakers Bureau. As mentioned below, Karen has participated in two web seminars.

Community Events

Comments (add additional sheets where necessary):

-February 20 and 27, WCVB hosted 'Digital Truth' seminars in our studio featuring Chief Engineer Rick Zach, Consumer Reporter Susan Wornick and Director of Public Affairs Karen Holmes Ward. Communication students, ham radio clubs and a digital media users group sponsored by Microsoft participated in the sessions with over 50 in attendance each evening. NAB sent a photographer to the February 27 event, which we co-branded with DTVanswers.com.

Other (describe)

Comments (add additional sheets where necessary):

-On February 12, an op-ed piece concerning the DTV transition written by General Manager Bill Fine was published in the Boston Globe (circulation of over 360,000). The next day on 2/13, the op-ed piece was posted on the Globe website, Boston.com, and was picked up for the online NAB Brief and is also featured as a 'best practice' on the NAB DTV Answers website. The same op-ed was featured in Magid Morning facts on 2/14.

-On February 20, our public relations department sent out a press release to general assignment and technology press outlining our efforts in the market.

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):

-The Station has printed 10,000 'Countdown to Digital' postcards for distribution. The postcard carries the February 17, 2009 'Countdown to Digital' date on one side with a brief message on the reverse side alerting recipients of the transition, with a suggestion to visit the DTV section on the Station's website or watch our 'Digital Truth' reports in WCVB newscasts.

The first wave of postcards was mailed during the week of February 11, 2008. WCVB-TV employees will serve as 'Digital Ambassadors' and distribute these postcards to friends and family, and at community events. The postcards will be distributed throughout the year during station tours and at station sponsored community events. Our Chief Engineer left about 200 postcards at the counter of a neighboring electronics store, and customers carried away all the cards in one weekend!

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 Bill Fine	Typed or Printed Title of Person Signing President and General Manager
Signature <input checked="" type="checkbox"/>	Date April 7, 2008

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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