

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)

WPVI-TV

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

03/31/2008

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 WPVI-TV	Channel Numbers		Community of License			
	Analog	6 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	64 <input checked="" type="checkbox"/>	Philadelphia	PA	Philadelphia	19131
Licensee ABC, Inc.						
Above, circle the Channel Number(s) to which this form applies. 6 & 64			Nielsen DMA Philadelphia	World Wide Web Home Page Address www.6abc.com		
Facility ID Number 8616	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 08/01/2007			

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

4

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

8

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

2

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):

The numbers listed above reflect the efforts by the station for the effective date and final day of the first quarter 2008, March 31, 2008. Additionally, for the period 1/1/08 through 3/30/08, WPVI-TV aired a total of 88 30-second DTV PSAs and 94 15-second DTV PSAs from 5:00 a.m. to 1:00 a.m. on analog; a total of 6 30-second DTV PSAs and 2 15-second DTV PSAs aired from 6:00 a.m. to 9:00 a.m.; and a total of 18 30-second DTV PSAs aired from 6:00 p.m. to 11:35 p.m.

WPVI-TV also airs 30-second DTV PSAs on its D-2 channel. For the period 1/1/08 through 3/30/08, a total of 294 30-second DTV PSAs aired on D-2; 63 30-second DTV PSAs aired on D-2 from 6:00 a.m. to 9:00 a.m., and 137 30-second DTV PSAs aired on D-2 from 6:00 p.m. to 11:35 p.m. On 3/31/08, a total of 5 30-second DTV PSAs aired on D-2 from 5:00 a.m. to 1:00 a.m.; 1 30-second DTV PSA aired on D-2 from 6:00 a.m. to 9:00 a.m.; and 2 30-second DTV PSAs aired on D-2 from 6:00 p.m. to 11:35 p.m.

WPVI-TV also aired a DTV snipe on 3/29/08 at 7:14 PM and 7:43 PM and a DTV crawl on 3/30/08 at 11:40 PM.

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?

N/A *Graphic Displays*

N/A *Animated Graphics*

N/A *Graphic and Audio Displays*

N/A *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):
The following news reports aired on WPVI-TV:

Sat., 2/16/08, 6 am newscast - Analog TV to digital/converter box.

Sun., 2/17/08, 11 pm newscast - WPVI consumer reporter Nydia Han on TV goes to digital in one year (2/17/09), what the transition means to you & your TV, and how to transition to DTV.

Mon., 2/18/08, 5 pm newscast - Consumer reporter Nydia Han on how to transition to DTV, coupons/converter boxes, and webchat questions/answers.

Mon., 2/18/08, 5:30 pm newscast - Nydia Han continues report on how to transition to DTV, coupons/converter boxes, and webchat questions/answers.

Mon., 2/18/08, 11 pm newscast - Consumer reporter Nydia Han on the digital TV transition, what the transition means to you and your TV, how to transition to DTV, and coupons/converter boxes.

Mon., 2/25/08, 11 pm newscast - Consumer reporter Nydia Han report on DTV issues and cable companies.

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 home page of WPVI-TV's website (6abc.com) provides a link to DTVAnswers.com, an initiative of the National Association of Broadcasters, offering information on how to get ready for DTV, Switchover Options, and News & Resources.

On 2/18/08, WPVI's consumer reporter Nydia Han hosted a live web chat with a panel of experts answering questions on the DTV conversion. A transcript of the webchat was posted on 6abc.com.

The following (4) news reports with consumer reporter Nydia Han on the DTV conversion were replicated on 6abc.com:
2/17/08 11 pm News report
2/18/08 5 pm News report
2/18/08 5:30 pm News report
2/18/08 11 pm News report

In addition, (2) Associated Press articles on the DTV transition were posted on 6abc.com:
1/8/08 - The digital dilemma for low-power TV stations worried that the digital transition will leave their audiences watching a blank screen
1/9/08 - Retailers nervous over digital deadline & ability to supply customers with millions of converter boxes needed ahead of the

shutdown of analog TV

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):

Hank Volpe, VP/Director of Engineering, was guest speaker at a Broadcast and Media Lecture at Temple University on 2/7/08 from 11:30 a.m. to 12:50 p.m. There were approximately 70 undergraduate students in the class. Hank Volpe's lecture covered the DTV transition and how it affects production, engineering and viewership in the next year. The lecture was 1 hour, 20 minutes, including a question period from the students.

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 Linda Munich	Typed or Printed Title of Person Signing VP of Public Affairs
Signature <input checked="" type="checkbox"/>	Date 04/10/2008

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.