

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)

WTVE

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	
WTVE	Analog	51	<input checked="" type="checkbox"/>	READING	PA	BERKS	19604
	Digital	25	<input checked="" type="checkbox"/>				
Licensee George L. Miller, Ch. 11 Trustee, Reading Broadcasting, Inc.							
Above, circle the Channel Number(s) to which this form applies.				Nielsen DMA	World Wide Web Home Page Address		
				PHILADELPHIA	WWW.WTVE.COM		
Facility ID Number	Previous Call Sign (if applicable)			License Renewal Expiration Date (mm/dd/yy)			
55305				08/01/15			

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

382

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

21

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

45

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

70

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

7

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):

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):
WTVE LOCALLY PRODUCED PROGRAM "URBAN UNITY" #26 DTV SPECIAL
AIRED 3/21/08 @ 8AM AND 3/25/08 @ 7AM. THIS PROGRAM FEATURED A DETAILED DISCUSSION ABOUT THE
TRANSITION TO DIGITAL TELEVISION AND WHAT IT MEANS TO CONSUMERS. THE PROGRAM ALSO FEATURED A
DEMONSTRATION ON HOW TO INSTALL A DIGITAL CONVERTER BOX TO A TELEVISION SET AND ALSO
DEMONSTRATED THE SAME HOOK UP UTILIZING A VCR.

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):
NOT APPLICABLE IN THIS QUARTER

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):

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):
DTVANSWERS BANNER ON WTVE HOMEPAGE

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 ATTACHED EXHIBITS.

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):
DTV STAFF EDUCATION: SEE ATTACHED EXHIBITS.

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 GEORGE L. MILLER	Typed or Printed Title of Person Signing CHAPTER 11 TRUSTEE
Signature <input type="checkbox"/> 	Date 4/9/2008

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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Exhibit 2: Staff DTV Education Initiatives

Exhibit 3: DTVAnswers Banner on WTVE Homepage

Exhibit 1:
Consumer Education Initiatives

DTV Consumer Education

1. WTVE Presenter: Bobbi J. Nye

December 10, 2007

Alvernia College- Reading, PA
PhD 701 Advanced Research & Colloquium Course

On Monday, December 10, 2007, WTVE's Training Coordinator, Bobbi Nye, presented the NAB's DTV powerpoint presentation on the digital television transition as part of a presentation she gave on her dissertation proposal about how DTV will change the business of broadcast television. The presentation was given to approximately 25 students and professors.

2. WTVE Presenter: Bobbi J. Nye

November 13, 2007

Penn State University Berks Campus- Reading, PA
COMM100 Mass Media & Society Course 8am

On Tuesday, November 13, 2007, WTVE's Training Coordinator, Bobbi Nye, presented the NAB's DTV presentation to her Mass Media & Society course she teaches at the campus. The attendance was approximately 60 students.

3. WTVE Presenter: Bobbi J. Nye

November 13, 2007

Penn State University Berks Campus- Reading, PA
COMM100 Mass Media & Society Course 3:05 pm

On Tuesday, November 13, 2007, WTVE's Training Coordinator, Bobbi Nye, presented the NAB's DTV presentation to her Mass Media & Society course she teaches at the campus. The attendance was approximately 60 students.

4. WTVE Presenter: Bobbi J. Nye

February 12, 2008

Penn State University Berks Campus- Reading, PA
COMM100 Mass Media & Society Course 8am

WTVE TV51/WTVE-DT DTV Consumer Education Initiatives 1st Quarter Report 2008

On Tuesday, February 12, 2007, WTVE's Training Coordinator, Bobbi Nye, presented the NAB's DTV presentation to her Mass Media & Society course she teaches at the campus. The attendance was approximately 25 students.

5. WTVE Presenter: Bobbi J. Nye

February 14, 2008

Penn State University Berks Campus- Reading, PA
COMM100 Mass Media & Society Course 3:05pm

On Thursday, February 14, 2007, WTVE's Training Coordinator, Bobbi Nye, presented the NAB's DTV presentation to her Mass Media & Society course she teaches at the campus. The attendance was approximately 60 students.

6. WTVE Presenter: Bobbi J. Nye

March 20, 2008- 9:30am-10:50am

Kutztown University- Kutztown, PA
TVR010 Introduction to Electronic Media- Dr. Joseph Chuk

On Thursday, March 20, 2008, WTVE's Training Coordinator, Bobbi Nye, gave an 80 minute lecture to approximately 30 students about the digital transition in 2009 and also discussed careers in broadcast television.

7. WTVE Presenter: Bobbi J. Nye

March 26, 2008

Reading High School- Reading, PA
Freshmen Business Class 9:30am

On Wednesday, March 26, 2008, WTVE's Training Coordinator, Bobbi Nye, gave a 50 minute presentation to a freshman business class. She discussed the digital transition in 2009 and also discussed careers in broadcast television.

8. WTVE Presenter: Bobbi J. Nye

March 26, 2008

Reading High School- Reading, PA
Freshmen Business Class 10:30am

WTVE TV51/WTVE-DT DTV Consumer Education Initiatives 1st Quarter Report 2008

On Wednesday, March 26, 2008, WTVE's Training Coordinator, Bobbi Nye, gave a 50 minute presentation to a freshman business class. She discussed the digital transition in 2009 and also discussed careers in broadcast television.

9. WTVE Presenter: Bobbi J. Nye

March 26, 2008

Reading High School- Reading, PA
Freshmen Business Class 11:30am

On Wednesday, March 26, 2008, WTVE's Training Coordinator, Bobbi Nye, gave a 50 minute presentation to a freshman business class. She discussed the digital transition in 2009 and also discussed careers in broadcast television.

Exhibit 2:
Staff DTV Education Initiatives

DTV Staff Education

1. September 26, 2007

Federal Communications Commission
Digital Television Consumer Education Workshop
Washington, D.C.
On-site attendance

On Wednesday, September 26, 2007, WTVE's Training Coordinator, Bobbi Nye, attended the *Digital Television Consumer Education Workshop* at the Federal Communications Commission in Washington, D.C.

At the all-day seminar, FCC commissioners and industry leaders spoke about the upcoming digital conversion on February 17, 2009 and how the American public would be educated about this major change. The speakers identified what the digital conversion was about and gave additional information on issues of how the digital conversion would affect certain demographics of consumers more so than others. These demographics include low income families, senior citizens, minority and non-English-speaking consumers. Information was also provided on the coupon program to purchase converter boxes starting January 1, 2008.

On Thursday, September 27, 2007, Bobbi received and accepted an invitation from Barbara Miller of CrosbyVolmer Communications to become part of the National Association of Broadcaster's initiative of DTV Speakers who will give digital consumer education presentations to various groups and organizations in their local television station communities as scheduled by Crosby/Volmer Communications.

Additional digital education workshops will be held at the FCC in the future.

2. November 9, 2007

Speakers Bureau Training via webinar

WTVE's Training Coordinator, Bobbi Nye, attended the required Speakers Bureau Training conducted by DTVSpeak as part of the National Association of Broadcasters initiative DTVAnswers in conjunction with Crosby-Volmer Communications.

3. December 4, 2007

Federal Communications Commission
Digital Television Consumer Education Workshop: Focusing on Minority and Non-English-Speaking Communities
Attended via Webinar

On Tuesday, December 4, 2007, WTVE's Training Coordinator, Bobbi Nye, attended the Digital Television Consumer Education Workshop focusing on minority and

non-English-speaking communities via webinar from 9am to 12:15pm. The workshop was an opportunity for interested parties to discuss the challenges associated with ensuring that minority communities and non-English-speakers receive and can act on information regarding the upcoming transition and to explore ways to develop coordinated consumer education activities.

4. January 8, 2008

Broadcast Engineering Training Series Webinars
“Getting Reading for February 2009: Analog Goes Dark
Attended via Webinar

On Tuesday, January 8, 2008, WTVE’s Training Coordinator, Bobbi Nye, attended the Getting Reading for February 2009: Analog Goes Dark webinar presented by Broadcast Engineering. The webcast focused on integrating current and new technology into a cohesive and efficient workflow.

5. January 31, 2008

Federal Communications Commission
Digital Television Consumer Education Workshop: Focusing on Consumers in Rural Areas and on Tribal Lands
Attended via Webinar

On Thursday, January 31, 2008, WTVE’s Training Coordinator, Bobbi Nye, attended the Digital Television Consumer Education Workshop focusing on consumers in rural areas and on tribal lands via webinar from 10:45am to 12pm. The workshop was an opportunity for interested parties to discuss the challenges associated with ensuring that consumers in rural areas and on tribal lands receive and can act on information regarding the upcoming Digital Television transition.

6. February 28, 2008

Federal Communications Commission
Digital Television Consumer Education Workshop: Focusing on Consumers in Rural Areas and on Tribal Lands
Attended via Webinar

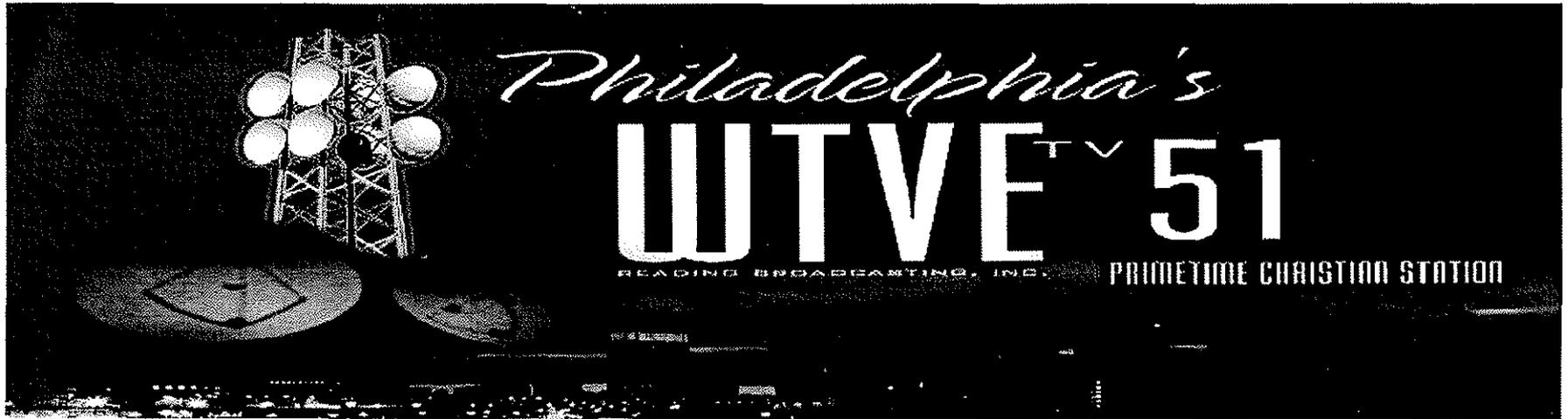
On Thursday, February 28, 2008, WTVE’s Training Coordinator, Bobbi Nye, attended the Digital Television Consumer Education Workshop focusing on consumers with disabilities via webinar from 9:30am to 12pm. The workshop was an opportunity for interested parties to discuss the challenges associated with ensuring that consumers with disabilities receive accurate and timely information regarding the digital television transition.

7. April 1, 2008

Federal Communications Commission
Digital Television Consumer Education Workshop: Low-Income Consumers
Attended via Webinar

On Tuesday, April 1, 2008, WTVE's Training Coordinator, Bobbi Nye, attended the Digital Television Consumer Education Workshop focusing on low-income consumers via webinar from 11:13am-12pm. The workshop was an opportunity for interested parties to discuss the challenges of ensuring that low-income consumers receive and can act on information about the digital television transition.

Exhibit 3:
DTVAnswers Banner on WTVE Homepage



[Find us on Cable](#)

[Coverage Map](#)

[Contact WTVE](#)

This is the Code Amber Amber Alert Ticker: -- CodeAmber.org n

[HOME](#)

5:30PM EDT 2-APR-08

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[LOCAL RELIGION](#)

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[CHILDREN'S SHOWS](#)

[COMMUNITY CALENDAR](#)

[LOCAL WORSHIP EVENTS](#)

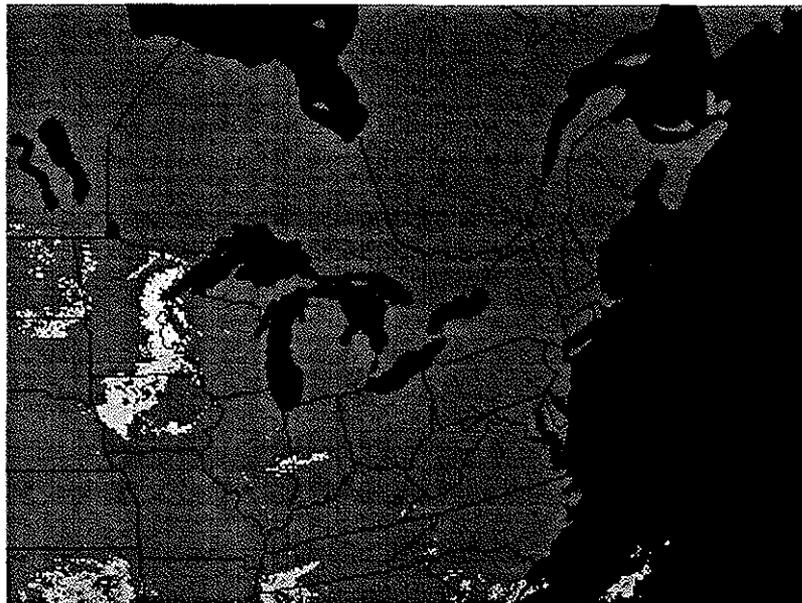
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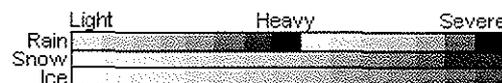
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Snow, Ice & Rain Radar



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[forecast...](#)

Reading, PA



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Philadelphia, PA



48

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Allentown, PA



52

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Wilmington, DE

BERKS CO. RED CROSS

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PA AMBER ALERT



Get Forecast



40 forecast...

Atlantic City, NJ

End High Blood Pressure...

New Scientific Breakthrough. As Seen on Oprah and CNN. Sponsored Link - Hyperzosin.com
Wed Apr 2 16:20:00 EDT 2008

Mugabe Loses Parliament...

New York Times Wed Apr 2 16:20:00 EDT 2008

Families divided by death and a border...

Los Angeles Times reg Wed Apr 2 15:16:00 EDT 2008

Allies upset as Bush moves off NATO script...

International Herald Tribune Wed Apr 2 15:09:00 EDT 2008

Bush signals softening on EU defence...

Financial Times Wed Apr 2 14:57:00 EDT 2008

Zimbabwe State-Run Paper Predicts a Run-Off...

New York Times Wed Apr 2 14:04:00 EDT 2008

Clinton's 'insourcing' solution...

Los Angeles Times reg Wed Apr 2 13:40:00 EDT 2008

High debt risks leaving Dubai up the creek...

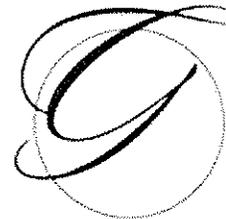
Financial Times Wed Apr 2 13:36:00 EDT 2008

Iraqi army shows force in Basra...

BBC Wed Apr 2 13:18:00 EDT 2008

Mugabe party loses Parliament, official results show...

Gaithers Homecoming



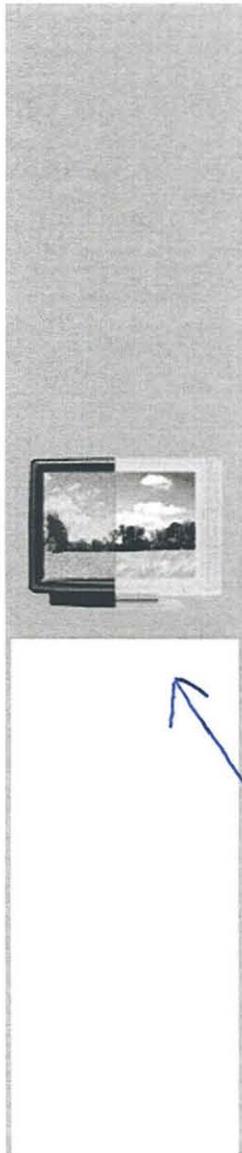
GAITHERNET

"Life Today"



"Hour of Healing"





International Herald Tribune Wed Apr 2
11:46:00 EDT 2008

**Opposition Claims It Won Majority
in Zimbabwe Vote...**

New York Times Wed Apr 2 10:37:00 EDT 2008

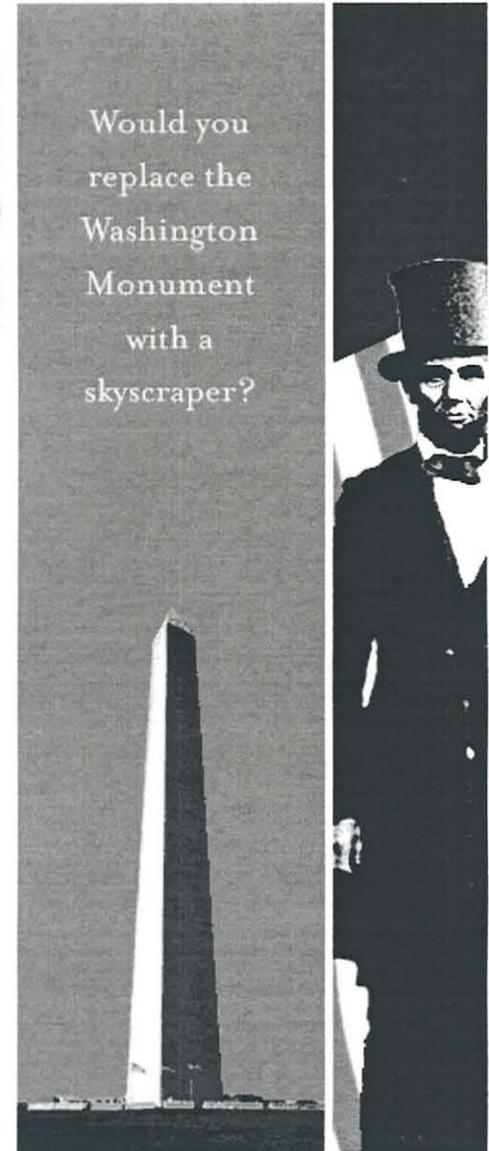
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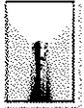
Would you
replace the
Washington
Monument
with a
skyscraper?



If there's a terrorist attack or other
emergency, you should _____

ACTION

DTV Answers Banner



Click for your free guide



The U.S. Government's Official Web Portal



www.FirstGov.gov

TitanTV



TV Listings



American Red Cross

Together, we can save a life




Pennsylvania
AMBER Alert

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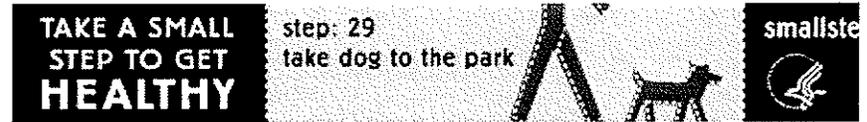
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