

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)

WWBT

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

3/31/08

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 WWBT	Channel Numbers		Community of License			
	Analog	12 <input type="checkbox"/>	City	State	County	Zip Code
	Digital	54 <input type="checkbox"/>	Richmond	Virginia		23225
Licensee WWBT, Inc.						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address		
12 & 54			Richmond-Petersburg	www.NBC12.com		
Facility ID Number	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)			
30833			10/01/2012			

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

3 on 3/31/08

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

56-min. on 3/31/08

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 of 3/31/08

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

18-min on 3/31/08

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

2.5 on 3/31/08

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

12-min on 3/31/08

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):

WWBT runs CST's as part of our continuous news ticker in 12 News Today (Mon-Fri 5:00am-7:00am), 12 News At Noon (Mon-Fri 12:00n-12:30pm), 12 News at 11 (Mon-Fri 11:00pm-11:35pm) and 12 News Today Saturday (6:00am-7:00am and 9:00am-10:00am.)

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?

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

0

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):

1/2/08 WWBT News 5:30pm aired a report about the DVT change coming on February 17th, 2009, advising viewers of the change to digital. Brian Moorar reported on the changes live from Washington, D.C.

1/11/08 WWBT News 6:00pm aired a report about the special DTV truck coming to Richmond staffed with people to answer questions about the upcoming transition.

1/29/08 WWBT News 6:00pm On-Your-Side segment reports more information viewers show know about the DTV conversion. WWBT Anchor, Diane Walker reports.

2/20/08 WWBT News 6:00pm reports on the millions of Government coupons that will be mailed out for Digital TV Converter boxes and what to do when they arrive. WWBT Reporter, Aaron Gilchrist reports.

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):

www.NBC12.com WWBT webpage contains a DVT navigation bar on the left hand side and a tile ad on the right hand side that links viewers to Digital Television Information, a countdown box, information where viewers can go for converter box coupons, and extensive information on DTV- questions & answers provided by the National Association of Broadcasters.

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):

Don Richards, WWBT General Manager and Paula Hersh, WWBT Assistant Vice President of Marketing participated in the Tuckahoe District Town Meeting/Community Forum hosted by Henrico County Vice Chairman, Board of Supervisors, Patricia S. O'Bannon, February 20, 2008, discussing the transition from analogue to digital television and answering questions from the community.

Community Events

Comments (add additional sheets where necessary):

In support of the Virginia Association of Broadcasters, WWBT promoted a special DTV local event. A promotional vehicle "The DTV Trekker" was on location at the Greater Richmond Convention Center over the weekend of January 12th and 13th. This self-contained traveling consumer awareness display was staffed with specialists to answer questions and explain the upcoming DTV conversion.

Other (describe)

Comments (add additional sheets where necessary):
WWBT has a converter box set up in the public lobby of the station on location at 5710 Midlothian Turnpike.

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):

Also note in addition to March 31, during the quarter January 1-March 30, WWBT aired 195 PSA's from 5am-1am and 670-minutes of CST's from 5am-1am. For informational purposes only, WWBT ran 24 PSA's from 6am-9am and 262-minutes of CST's from 6am-9am. WWBT ran 14 PSA's from 6pm-11:35pm and 120-minutes of CST's from 6pm-11:35pm.

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 Jo Ann T. Cardwell	Typed or Printed Title of Person Signing Programming Supervisor
Signature <input type="checkbox"/>	Date 4/7/08

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).

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-PERF, 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.



Federal Communications Commission

Electronic Comment File Submission

Sending your comment is a 2-step process. The first step is to complete the Cover Sheet below. The second step is to choose one of the two transmittal methods: sending a file, or sending a short message that you type directly on this page.

Cover Sheet

1. **Proceeding** (e.g. 00-221, RM-9920) (required)

07-148

2. **Mail Correspondence To:** (required) Name Law Firm Attorney

3. **Name of Applicant/Petitioner** (required)

WWBT

4. **Law Firm Name** (required if represented by counsel)

5. **Attorney Name** (optional)

6. **Email-id** (optional)

7. **Mailing Address For Correspondence** (required)

5710 Midlothian Turnpike

8. **City** (required)

Richmond

9. **State** (required)

VA: VIRGINIA

10. **Zip Code**
(required)

23225

11. **Ex-Parte/Late Filed**

(optional)

12. **Document Type** (required)

REPORT

13. **File Number**

(optional)

Clear Cover Sheet

Please complete ONE of the following:

Send Comment Files to FCC (Attachments)

File Description: REPORT

File:

Browse...

Select one of these file types or convert your file to one of these types:

Microsoft Word

OR

Send a Brief Comment to FCC (typed-in)

**If you are entering over 70 characters on one line
be sure to press your carriage return to ensure proper line-wrapping.**

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updated 12/11/03

**Federal Communications Commission**

The FCC Acknowledges Receipt of Comments From ...
WWBT
...and Thank You for Your Comments

Your Confirmation Number is: '200847989098 '

Date Received: Apr 7 2008

Docket: 07-148

Number of Files Transmitted: 1

DISCLOSURE

This confirmation verifies that ECFS has received and accepted your filing. However, your filing will be rejected by ECFS if it contains macros, passwords, redlining, read-only formatting, a virus or automated links to source documents that is not included with your filing. Filers are encouraged to retrieve and view their filing within 24 hours of receipt of this confirmation. For any problems contact the Help Desk at 202-418-0193.

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