

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)

WSET-TV/WSET-DT

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 WSET-TV WSET-DT	Channel Numbers		Community of License			
	Analog	13 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	34 <input checked="" type="checkbox"/>	Lynchburg	VA		24506
Licensee WSET, Incorporated						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address		
			67	www.wset.com		
Facility ID Number	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)			
73988			10/01/12			

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

248

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

2

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

21

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

0

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

89

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):

WSET has complied fully with the requirements of Option B for the single day during the first quarter 2008 for which the FCC's DTV consumer education requirements were in effect.

WSET started airing crawls on March 31, 2008. When they are scheduled, the text of each crawl runs two times.

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 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):

WSET-TV began educating viewers about digital television in January 2008 when the National Association of Broadcasters DTV Road Show came to our market at the Valley View Mall in Roanoke, Virginia on Saturday, January 5. We aired a spot promoting its upcoming appearance, announced the Road Show's upcoming visit in our news shows, and aired news coverage of the event.

WSET-TV aired six news reports during January 2008 announcing the end of analog television in February 2009, introducing viewers to the issues involved, and beginning to educate them about the actions they need to take. On January 22, 2008, we launched our education program, "DTV Questions." We began airing spots encouraging our viewers to send us all of their questions about digital television so we could answer them. We asked them to send their questions via regular mail, email at dtvquestions@wset.com, or to call our "DTV Questions" phone line. We told them that their questions would be answered over the coming months in our news stories, on our web site, and through Public Service Announcements.

Beginning on Monday, February 25, 2008, and continuing each Monday thereafter we addressed one or more of those questions in a news story airing in all of our local news shows – "Good Morning Virginia" (5:30-7:00 a.m.), "ABC13 News Midday," "ABC13 News at 6:00 p.m.," "ABC13 News at 7:00 p.m.," and "ABC13 News at 11:00 p.m." We will continue the Monday news stories and the other components of our education program through February 16, 2009. One News Reporter will be responsible for the 52 weeks of news stories. To date, we have received 320 questions from viewers on our dedicated phone line.

To supplement the news stories, a Public Service Announcement airs throughout each week reporting on the answer to the question of that week. This spot reminds viewers to watch the next Monday's newscasts for the answer to the next question and directs viewers to our web site. WSET-TV is also airing a generic spot for our campaign. This spot explains what is going to happen, when it is going to happen, why it is going to happen, and what people need to do to get uninterrupted television reception. It directs people to the WSET-TV newscasts and web page for more information.

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):

As the news stories are completed each week, both the transcripts and videos of the news stories are posted on our web site. We have a box on our home page that takes viewers directly to the list of questions at a section titled "Everything You Ever Wanted to Know About DTV." They can then view the questions as well as the news transcripts and videos. Questions and answers that WSET-TV will

cover throughout the campaign are already posted at this location on our web site. As each Monday's news story is completed and another question is answered on air, a link is added to the corresponding news transcript and video. Transcripts and videos for all news stories will remain posted on our web site through the end of the campaign in February 2009. We also have the following special links at this location: DTV Answers, DTV.gov, FCC DTV Consumer Facts, DTV Transition Coalition, NTIA DTV Transition, and Click here to send your question to DTVQuestions@wset.com

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):

WSET-TV will be providing information at community events throughout the period of our campaign. The first such event was the Lynchburg Regional Chamber of Commerce Trade Show in March 2008. We designed a booth that included the following main points of interest: a countdown clock set to the conversion date, an explanation of the benefits of DTV, a demonstration of a converter box with off air DTV, a computer link to our "DTV Questions" web pages, and a DTV classroom. The classroom area of our booth featured a display explaining analog and digital. WSET-TV staff members were present to answer viewers' questions. The 30-minute National Association of Broadcasters education program explaining DTV titled "Countdown to DTV - Are You Ready?" was looped and shown constantly during the booth's operating hours. Brochures with DTV information were also available.

The Sherwin-Williams Show was on March 20, 2008 at the Roanoke Civic Center. The purpose of the event was for Sherwin-Williams corporate clients and general public customers to have a one-stop shop for the latest home improvement supplies along with some other products and services, including the services of WSET-TV. Christina Sawyer, Sales Account Executive, distributed brochures with DTV information and talked to attendees about the end of analog television and how it will affect them individually.

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):

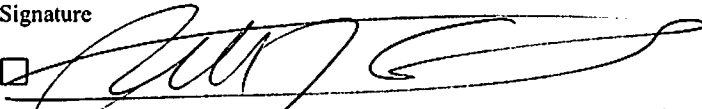
WSET-TV is an ABC affiliate. ABC has been supporting the DTV Consumer Education Plan through a PSA initiative since November of 2007. WSET-TV has been notified that beginning the week of March 31, 2008, ABC started airing a weekly schedule of closed captioned DTV Consumer Education Plan PSA's and a weekly schedule of "in-program lower 1/3 screen banners" to lend support to the message and direct viewers to additional information. More details about ABC's support will be reported in future filings of FCC 388.

On March 31, 2008, WSET-TV started airing three DTV Action Spots from the National Association of Broadcasters focusing on the

converter box coupon program and the converter box option.

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 Randall J. Smith	Typed or Printed Title of Person Signing General Manager
Signature 	Date 04/04/08

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-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.

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