

Federal Communications Commission

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Description: 2008 2ND QUARTER DTV ACTIVITY REPORT

Application Reference Number: 20080709ATJ

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. BDERCT-20080709ATJ	
Licensee WSET, INCORPORATED			
Call Sign WSET-TV	Facility Id 73988	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
LYNCHBURG	VA	N/A	24506 - 1588
Nielsen DMA ROANOKE-LYNCHBURG	World Wide Web Home Page Address WWW.WSET.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	13		
<input checked="" type="checkbox"/> Digital	34		
Report reflects information for quarter ending: 06/30/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?			
<input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:			
<input checked="" type="radio"/> DTV Education Report			
<input type="radio"/> Amendment		File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.			

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	317
Total 5:00 a.m. to 1:00 a.m. CSTs	255

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	26
Total 6:00 a.m. to 9:00 a.m. CSTs	51

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	112
Total 6:00 p.m. to 11:35 p.m. CSTs	63

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:

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	1
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Comments:
 WSET-TV AIRED THE NATIONAL ASSOCIATION OF BROADCASTERS PRODUCED 30-MINUTE EDUCATIONAL DIGITAL TELEVISION PROGRAM "COUNTDOWN TO DTV - ARE YOU READY?" IN ITS ENTIRETY ON JUNE 14, 2008 FROM 7:00-7:30 P.M.

 WSET-TV AIRED THE NATIONAL ASSOCIATION OF BROADCASTERS PRODUCED 30-MINUTE EDUCATIONAL DIGITAL TELEVISION PROGRAM "COUNTDOWN TO DTV - ARE YOU READY?" IN PART ON JUNE 25, 2008 FROM 12:07-12:30 P.M.

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?

0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>DURING THE APRIL/MAY/JUNE 2008 QUARTER, WSET-TV CONTINUED OUR EDUCATION PROGRAM LAUNCHED ON JANUARY 22, 2008 TITLED "DTV QUESTIONS." WE CONTINUED AIRING SPOTS ENCOURAGING OUR VIEWERS TO SEND US THEIR QUESTIONS ABOUT DIGITAL TELEVISION SO WE CAN ANSWER THEM. WE ASKED THEM TO SEND THEIR QUESTIONS VIA REGULAR MAIL, EMAIL AT DTVQUESTIONS@WSET.COM, OR TO CALL OUR "DTV QUESTIONS" DEDICATED 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.</p> <p>EACH MONDAY DURING THE QUARTER WE CONTINUED TO ADDRESS 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.</p> <p>DURING THIS QUARTER, WE RECEIVED 449 QUESTIONS FROM VIEWERS ON OUR DEDICATED PHONE LINE.</p> <p>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.</p>	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>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, NEW YORK TIMES ARTICLE "A DOWNSIDE TO DIGITAL TV," CLICK HERE TO SEND YOUR QUESTION TO DTVQUESTIONS@WSET.COM AND DTV CONSUMER EDUCATION REPORT: FIRST QUARTER 2008.</p> <p>ON OUR DEDICATED PHONE LINE, WE ENCOURAGE VIEWERS WHO DO NOT HAVE ACCESS TO COMPUTERS TO LEAVE THEIR NAMES AND ADDRESSES TO REQUEST A COPY OF THE QUESTIONS AND ANSWERS WE HAVE POSTED ON OUR WEB SITE. DURING THIS QUARTER, WSET-TV'S RECEPTIONIST MAILED 208 OF THESE INFORMATION PACKETS TO VIEWERS. IN ADDITION, SHE CALLED MANY OF THE VIEWERS WITH THE ANSWERS TO THEIR QUESTIONS. SHE ALSO ANSWERS MANY QUESTIONS AS VIEWERS CALL IN ON A DAILY BASIS.</p>	
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:

Community Events

Comments:

WSET-TV WILL BE PROVIDING INFORMATION AT COMMUNITY EVENTS THROUGHOUT THE PERIOD OF OUR CAMPAIGN. DURING THIS QUARTER, SEVERAL WSET-TV STAFF MEMBERS PARTICIPATED IN THE 5TH ANNUAL REGION 2000 CAREER CENTER CAREER FAIR HOSTED BY THE REGION 2000 WORKFORCE INVESTMENT BOARD. IT WAS HELD ON MAY 8, 2008 FROM 1:00-5:00 P.M. IN LYNCHBURG. THE FAIR WAS AN OPPORTUNITY FOR JOB SEEKERS FROM THE REGION 2000 AREA OF LYNCHBURG AND THE COUNTIES OF CAMPBELL, BEDFORD AND AMHERST TO DISCUSS EMPLOYMENT OPPORTUNITIES WITH PARTICIPATING BUSINESSES. WSET-TV HAD A TABLE AT THE FAIR AND DISTRIBUTED EMPLOYMENT AND INTERNSHIP APPLICATIONS TO JOB SEEKERS AND STUDENTS AS THEY WERE INTERESTED. DTV DISPLAY BANNERS WERE USED AND INFORMATION ABOUT THE DTV CONVERSION WAS ALSO MADE AVAILABLE TO ATTENDEES.

Other (describe)

Comments:

WHEN VARIOUS GROUPS OF PEOPLE VISIT WSET-TV, DIRECTOR OF PUBLIC AFFAIRS AND WEB SERVICES JEFF TAYLOR TALKS ABOUT DTV AND THE TRANSITION AS PART OF HIS OVERALL PRESENTATION ABOUT THE STATION. HE ALSO ENCOURAGES THE VISITORS TO GO TO THE DTV SECTION OF OUR WEB SITE FOR MORE INFORMATION. IF THE VISITORS ARE STUDENTS, HE ASKS THE STUDENTS TO ENCOURAGE THEIR PARENTS TO VISIT THE DTV SECTION OF OUR WEB SITE FOR MORE INFORMATION AS WELL. DURING THIS QUARTER, THE FOLLOWING GROUPS VISITED WSET-TV: LYNCHBURG COLLEGE BROADCAST JOURNALISM CLASS (20 STUDENTS), AMHERST MIDDLE SCHOOL NEWS TEAM (24 STUDENTS), AND YMCA CAMP (35 YOUNG PEOPLE).

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

WSET-TV IS AN ABC AFFILIATE. ABC HAS BEEN SUPPORTING THE DTV CONSUMER EDUCATION PLAN THROUGH A PSA INITIATIVE SINCE NOVEMBER OF 2007. 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. ABC'S SUPPORT INCLUDES TWO (2) 30-SECOND DTV CONSUMER EDUCATION PLAN PSA'S PER WEEK AND SIX (6) IN-PROGRAM LOWER 1/3 SCREEN BANNERS EACH WEEK.

WSET-TV AIRS "THE OPRAH WINFREY SHOW" ON WEEKDAYS FROM 5:00-6:00 P.M. EFFECTIVE THE WEEK OF MONDAY, JUNE 2, 2008 AND CONTINUING THROUGH THE WEEK OF MONDAY, AUGUST 25, 2008, A 30-SECOND DTV TRANSITION SPOT WILL AIR IN ONE EPISODE EACH WEEK.

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

Typed or Printed Title of Person Signing
DIRECTOR OF ADMINISTRATION

Signature
DEBBIE COLEMAN

Date (mm/dd/yyyy)
07/09/2008

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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