

WSET

Federal Communications Commission

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Account number: 674123

Description: THIRD QUARTER 2008 DTV EDUCATION REPORT
Application Reference Number: 20081010ABG
Successfully filed at Oct 10 2008 9:30AM

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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. -20081010ABG	
Licensee WSET, INCORPORATED			
Call Sign WSET-TV	Facility Id 73988	Previous Call Sign (if applicable)	
Community of License			
City LYNCHBURG	State VA	County N/A	Zip Code 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: 09/30/2008			
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	305
Total 5:00 a.m. to 1:00 a.m. CSTs	319

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	32
Total 6:00 a.m. to 9:00 a.m. CSTs	75
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	142
Total 6:00 p.m. to 11:35 p.m. CSTs	70
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	3
Comments: WSET-TV AIRED THE NATIONAL ASSOCIATION OF BROADCASTERS PRODUCED 30-MINUTE EDUCATIONAL DIGITAL TELEVISION PROGRAM "COUNTDOWN TO DTV - ARE YOU READY?" ON JULY 30, 2008 FROM 7:00-7:30 P.M., ON SEPTEMBER 6, 2008 FROM 11:35 P.M. TO 12:05 A.M. AND ON SEPTEMBER 14 FROM 12:35-1:05 A.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	
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<p>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.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p>Comments: DURING THE JULY/AUGUST/SEPTEMBER 2008 QUARTER, WSET-TV CONTINUED ITS EDUCATION PROGRAM LAUNCHED ON JANUARY 22, 2008 TITLED "DTV QUESTIONS." WE CONTINUED AIRING SPOTS ENCOURAGING 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 AVAILABLE TO RECEIVE THEIR MESSAGES 24/7. 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 IS RESPONSIBLE FOR THE 52 WEEKS OF NEWS STORIES. DURING THIS QUARTER, WE RECEIVED 380 QUESTIONS FROM VIEWERS ON OUR DEDICATED PHONE LINE BRINGING THE YEAR-TO-DATE TOTAL TO 1,152. ON OUR MAIN STATION PHONE LINE, WE RECEIVED APPROXIMATELY ANOTHER 400 CALLS DURING REGULAR BUSINESS HOURS IN THIS QUARTER.</p> <p>TO SUPPLEMENT THE NEWS STORIES, A PUBLIC SERVICE ANNOUNCEMENT AIRED THROUGHOUT EACH WEEK REPORTING ON THE ANSWER TO THE QUESTION OF THAT WEEK. THIS SPOT REMINDED VIEWERS TO WATCH THE NEXT MONDAY'S NEWSCASTS FOR THE ANSWER TO THE NEXT QUESTION AND DIRECTED VIEWERS TO OUR WEB SITE.</p>	
<p>Station Website Additional Activity Related to the DTV Transition - Last Quarter</p>	
<p>Does your station have a Website?</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p>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.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p>Comments: 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, DTV CONSUMER EDUCATION REPORT: FIRST QUARTER 2008 AND DTV CONSUMER EDUCATION REPORT: SECOND 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 200 OF THESE INFORMATION PACKETS TO VIEWERS. IN ADDITION, SHE CALLED MANY OF THE VIEWERS WITH THE ANSWERS TO THEIR QUESTIONS AND ANSWERS MANY QUESTIONS AS VIEWERS CALL IN ON A DAILY BASIS.</p>	
<p>Additional DTV Outreach Efforts – Last Quarter</p>	
<p>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.</p>	

Speaking Engagements

Comments:

Community Events

Comments:

WSET-TV WILL BE PROVIDING INFORMATION AT COMMUNITY EVENTS THROUGHOUT THE PERIOD OF OUR CAMPAIGN. DURING THIS QUARTER ON SEPTEMBER 27, 2008, FROM 6:30 A.M. TO 12:00 NOON, SEVERAL WSET-TV STAFF MEMBERS WERE AVAILABLE AT A DTV BOOTH AT THE VIRGINIA TEN-MILER RACE IN LYNCHBURG, VIRGINIA TO PROVIDE INFORMATION TO VIEWERS. THEY WERE LANA BREWER, RECEPTIONIST/CUSTOMER SUPPORT REPRESENTATIVE; JOHN CRUMPLER, DIRECTOR OF AUDIENCE DEVELOPMENT; MIKE LEWIS, ACCOUNT EXECUTIVE; AND JEFF TAYLOR, DIRECTOR OF PUBLIC RELATIONS AND WEB SERVICES. TWELVE CURRENT STAFF MEMBERS PARTICIPATED IN ONE OF THE TWO RACES (FOUR MILES AND TEN MILES). THERE WERE 1,400 RUNNERS AND EVEN MORE SPECTATORS. WSET-TV WAS A MAJOR SPONSOR OF THE ANNUAL RACE.

RUNNERS AND THE GENERAL PUBLIC BEGAN ARRIVING AROUND 7:45 A.M. WSET-TV STAFF MEMBERS TALKED TO APPROXIMATELY 75 PEOPLE ABOUT THE DTV CONVERSION AND DISTRIBUTED 24 PACKETS THAT INCLUDED THE QUESTIONS AND ANSWERS FROM OUR NEWS STORIES AND WEB SITE ALONG WITH A COUPON APPLICATION. DTV BROCHURES WERE ALSO DISTRIBUTED.

OUR BOOTH SET-UP INCLUDED A TELEVISION WITH THE CONVERTER BOX HOOKED UP ADVERTISING THE RTN CHANNEL AIRED ON OUR DIGITAL CHANNEL 13.2. THIS WAS VERY HELPFUL IN EXPLAINING TO PEOPLE HOW EASY IT IS TO HOOK UP THE CONVERTER BOX AND ABOUT THE USE OF DIFFERENT ANTENNAS AS WE ALSO RECEIVED MANY QUESTIONS REGARDING ANTENNAS. DTV DISPLAY BANNERS WERE ALSO USED TO ATTRACT ATTENTION TO OUR BOOTH.

MANY PEOPLE WHO HAVE CABLE WERE SURPRISED AT THE AMOUNT OF CHANNELS THAT CAN BE RECEIVED THROUGH THE CONVERTER BOX. JEFF TAYLOR AND JOHN CRUMPLER WERE EXTREMELY HELPFUL IN EXPLAINING THE USE OF ANTENNAS AND SIGNAL RECEPTION REGARDING THE CONVERTER BOX. PARTICIPATING STAFF MEMBERS WERE ABLE TO EDUCATE THE PUBLIC ABOUT SOME OF THE "MYTHS" REGARDING DIGITAL TELEVISION. OTHER QUESTIONS WERE BASIC ONES REGARDING HOW TO GET COUPONS AND SEEKING MORE INFORMATION. INFORMATION PACKETS WERE DISTRIBUTED TO THOSE PEOPLE.

Other (describe)

Comments:

WHEN VARIOUS GROUPS OF PEOPLE VISIT WSET-TV, DIRECTOR OF PUBLIC RELATIONS 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 GROUP VISITED WSET-TV: COMMUNITY HARVEST OUTREACH MENTORING PROGRAM (20 STUDENTS).

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. THIS SUPPORT CONTINUED THROUGHOUT THIS QUARTER.

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 AIRED IN ONE EPISODE EACH WEEK.

IN JULY 2008, A DTV DISPLAY WAS SET UP IN THE WSET-TV LOBBY FEATURING A CONVERTER BOX, RABBIT EARS AND A TELEVISION, ALONG WITH LARGE DTV DISPLAY BANNERS INFORMING STATION VISITORS OF THE UPCOMING CHANGE. THIS DISPLAY ELICITS ADDITIONAL QUESTIONS FROM PEOPLE VISITING OUR BUILDING THAT ARE ANSWERED BY THE RECEPTIONIST AND OTHER STAFF MEMBERS. INFORMATION PACKETS ARE ALSO AVAILABLE IN OUR LOBBY TO WALK-INS.

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 DEBORRAH B. COLEMAN	Date (mm/dd/yyyy) 10/07/2008

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