

## Federal Communications Commission

FCC MB - CDBS Electronic Filing  
Account number: 674123

**Description: THIRD QUARTER 2009 DTV EDUCATION REPORT**  
**Application Reference Number: 20091009ACK**  
**Successfully filed at Oct 9 2009 1:08PM**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>		FOR COMMISSION USE ONLY FILE NO. -20091009ACK	
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 type="checkbox"/> Analog			
<input checked="" type="checkbox"/> Digital	34		
Report reflects information for quarter ending: 09/30/2009			
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, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments: WSET-TV BEGAN COMPLYING IN JULY 2009 WITH THE ADDITIONAL REQUIREMENTS IMPOSED BECAUSE IT HAD NOT YET IMPLEMENTED ITS FINAL DTV FACILITIES. THIS FINAL IMPLEMENTATION IS SCHEDULED ON OCTOBER 6, 2009.			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E			
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
<b>Application Purpose:</b>			
<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 Countdown piece per day during the 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	288
Total 5:00 a.m. to 1:00 a.m. CSTs	285
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	16
Total 6:00 a.m. to 9:00 a.m. CSTs	70
For stations located in the Atlantic, 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	79
Total 6:00 p.m. to 11:35 p.m. CSTs	98
For stations located in the Alaskan, 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: WSET-TV CONTINUED TO AIR A WEEKLY AVERAGE OF MORE THAN 16 DTV TRANSITION PSA'S AND 16 CRAWLS SINCE IT HAD NOT YET IMPLEMENTED ITS FINAL DTV FACILITIES.	

**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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	0
Comments:	

**Countdown Eligible Pieces - Last Quarter**

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last
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quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments: WSET-TV TERMINATED ITS ANALOG OPERATION ON JUNE 12, 2009.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, 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: DURING THIS QUARTER, WSET-TV CONTINUED TO EDUCATE ITS VIEWERS ABOUT THE FINAL CHANGES STILL TO COME IN MOVING FROM UHF DIGITAL CHANNEL 34 TO VHF DIGITAL CHANNEL 13. BEGINNING IN JULY, WE AIRED PUBLIC SERVICE ANNOUNCEMENTS (PSA'S) AND CRAWLS NOTIFYING VIEWERS THAT THESE CHANGES WOULD TAKE PLACE ON OR ABOUT OCTOBER 1. WE CONTINUED TO ENCOURAGE VIEWERS TO NOTIFY US WITH THEIR QUESTIONS VIA EMAIL AT DTVQUESTIONS@WSET.COM OR TO CALL OUR "DTV QUESTIONS" DEDICATED PHONE LINE AVAILABLE TO RECEIVE THEIR MESSAGES 24/7.</p> <p>PSA'S CONTAINED THE FOLLOWING BASIC INFORMATION: "WSET IS WORKING TO HELP YOU BY IMPROVING OUR SIGNAL IN THIS NEW DIGITAL WORLD. IN ORDER TO IMPROVE COVERAGE THROUGHOUT OUR VIEWING AREA, WE ARE BUSY INSTALLING NEW EQUIPMENT NOW AT OUR BROADCAST TRANSMITTER. ON OCTOBER 1, 2009, WSET WILL MAKE ITS FINAL TRANSITION FROM DIGITAL CHANNEL 34 TO DIGITAL CHANNEL 13. AT THAT TIME YOU WILL NEED A VHF ANTENNA TO PICK UP OUR SIGNAL OVER THE AIR AND YOU WILL NEED TO RESCAN YOUR CONVERTER BOX OR DIGITAL TELEVISION SET. IF YOU RECEIVE WSET BY CABLE OR SATELLITE, YOU SHOULD NOT BE AFFECTED. PLEASE VISIT OUR WEBSITE FOR MORE INFORMATION."</p> <p>CRAWLS CONTAINED THE FOLLOWING BASIC INFORMATION: "ON OR BEFORE OCTOBER 1, 2009, WSET WILL CHANGE FROM DIGITAL CHANNEL 34 TO DIGITAL 13. AT THAT TIME IF YOU ARE RECEIVING OUR SIGNAL OVER THE AIR, YOU WILL NEED TO HAVE AN ANTENNA THAT RECEIVES VHF SIGNALS AND</p>	

RESCAN YOUR CONVERTER BOX OR YOUR DIGITAL TV."

WHEN WORK BEGAN ON THE WSET-TV TOWER IN EARLY SEPTEMBER, WE STARTED AIRING NEWS STORIES ABOUT THE IMPLEMENTATION OF THE FINAL DTV FACILITIES IN ALL OF OUR LOCAL NEWS PROGRAMS - "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." THESE NEWS STORIES CONTINUED THROUGHOUT THE MONTH OF SEPTEMBER. TITLES OF THE NEWS STORIES INCLUDED "WORK ON ABC 13 TOWER COULD IMPACT SIGNAL," "ABC 13 WORKING ON DIGITAL UPGRADES," AND ABC 13 URGES VIEWERS TO PREPARE FOR DIGITAL CHANNEL SWITCH."

THE MESSAGE EMPHASIZED REPEATEDLY TO VIEWERS WAS THAT THOSE WATCHING WSET-TV USING AN ANTENNA WILL NEED TO RESCAN THEIR TELEVISION SET OR CONVERTER BOX. THEY WERE ALSO TOLD THAT OVER-THE-AIR VIEWERS MUST BE SURE TO USE ANTENNAS THAT ACCOMMODATE VHF. DURING THE DIGITAL TRANSITION, SOME PEOPLE PURCHASED UHF-ONLY ANTENNAS.

THE FOLLOWING DETAILED INFORMATION WAS BROADCAST REPEATEDLY IN NEWS STORIES AND AVAILABLE ON OUR WEB SITE BEGINNING ON SEPTEMBER 25:

"IF YOU WATCH ABC 13 OVER THE AIR (WITHOUT CABLE OR SATELLITE) YOU'LL NEED TO PAY CAREFUL ATTENTION TO THE FOLLOWING INSTRUCTIONS. OVER THE NEXT FEW DAYS, YOU'LL NEED TO TAKE SOME VERY IMPORTANT STEPS IN ORDER TO CONTINUE RECEIVING PROGRAMMING FROM WSET.

1. IN THE NEXT FEW DAYS, WSET WILL BEGIN BROADCASTING ITS AIR SIGNAL ON DIGITAL VHF CHANNEL 13. WE CURRENTLY ARE BROADCASTING OUR SIGNAL ON DIGITAL UHF CHANNEL 34 AND WILL CONTINUE TO PROGRAM ON THAT CHANNEL FOR A FEW MORE DAYS.
2. ONCE WE ANNOUNCE THAT DIGITAL VHF CHANNEL 13 IS ON THE AIR, YOU WILL NEED TO RESCAN YOUR TELEVISION SET OR YOUR CONVERTER BOX IN ORDER TO LOCATE AND LOCK IN ON OUR NEW DIGITAL VHF SIGNAL. ONCE YOU RE-SCAN, YOU SHOULD SEE DUPLICATE SELECTIONS FOR CHANNEL 13.1. ONE OF THOSE WILL BE FROM OUR UHF SIGNAL AND THE OTHER FROM OUR VHF SIGNAL.
3. AFTER THE NEW SIGNAL IS AVAILABLE, WSET WILL PROVIDE A SOFT TEST IN EACH NEWSCAST FOR AN ENTIRE DAY IN ORDER TO ALLOW YOU TO VERIFY THAT YOU ARE INDEED WATCHING THE CORRECT VHF CHANNEL 13. IF YOU LOSE YOUR PICTURE FROM ABC 13 DURING THE SOFT TEST, YOU ARE NOT WATCHING THE NEW SIGNAL.
4. ON THE DAY FOLLOWING THE SOFT TEST, WSET WILL PERMANENTLY SIGN OFF ON ITS DIGITAL UHF CHANNEL 34 AND WILL ONLY BROADCAST ON DIGITAL VHF 13.
5. NONE OF THIS IMPACTS YOU IF YOU WATCH ON CABLE OR SATELLITE UNLESS YOUR CABLE OR SATELLITE OPERATOR HAS FAILED TO MAKE THESE CHANGES AS WELL. WSET HAS CONTACTED ALL CABLE AND SATELLITE PROVIDERS TO ADVISE THEM OF THESE UPCOMING CHANGES. AGAIN, IF YOU WATCH US ON CABLE OR SATELLITE, YOU WILL NOT BE REQUIRED TO DO ANYTHING TO CONTINUE RECEIVING OUR PROGRAMMING.
6. OVER THE AIR VIEWERS WILL ALSO NEED TO VERIFY THAT THEY HAVE A COMBO VHF-UHF ANTENNA. IF YOU PURCHASED A DIGITAL UHF ONLY ANTENNA, YOU MAY NOT RECEIVE ABC 13 PROGRAMMING AFTER THIS SWITCH TAKES PLACE NEXT WEEK."

DURING THIS QUARTER, WE RECEIVED 32 QUESTIONS FROM VIEWERS ON OUR DEDICATED PHONE LINE. ON OUR MAIN STATION PHONE LINE, WE RECEIVED 219 CALLS DURING REGULAR BUSINESS HOURS IN THIS QUARTER, FOR A TOTAL OF 251 CALLS DURING THE QUARTER. THIS BRINGS OUR TOTAL NUMBER OF CALLS TO 5,434 SINCE THE EDUCATION PROGRAM BEGAN IN JANUARY 2008.

<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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

Comments:  
WE CONTINUED TO POST ON OUR WEB SITE THE SECTION TITLED "EVERYTHING YOU EVER WANTED TO KNOW ABOUT DTV." THIS INFORMATION IS ACCESSED BY TYPING IN KEYWORD DTV. VIEWERS WERE PROVIDED WITH DETAILED INFORMATION ABOUT THE NATURE OF DIGITAL SIGNALS. THEY WERE ALSO INFORMED ABOUT WSET-TV'S PLANNED RETURN TO ITS ORIGINAL VHF CHANNEL. THERE IS ALSO INFORMATION ON THE WEB SITE ABOUT THE NEED FOR DIFFERENT ANTENNAS AND SIGNAL

BOOSTERS. WE ALSO PROVIDED INFORMATION AT THIS LOCATION ABOUT THE IN-HOME SERVICES PROVIDED BY THE FCC THROUGH AUGUST 31, 2009. WE HAVE THE FOLLOWING SPECIAL LINKS AT THIS LOCATION: DTV ANSWERS; DTV.GOV; FCC DTV CONSUMER FACTS; DTV TRANSITION COALITION; NTIA DTV TRANSITION; DTV SETUP; ANTENNAWEB; CHECKDTV; CLICK HERE TO SEND YOUR QUESTION TO DTVQUESTIONS@WSET.COM; DTV CONSUMER EDUCATION REPORT: FIRST QUARTER 2008; DTV CONSUMER EDUCATION REPORT: SECOND QUARTER 2008; DTV CONSUMER EDUCATION REPORT: THIRD QUARTER 2008; DTV CONSUMER EDUCATION REPORT: FOURTH QUARTER 2008; DTV CONSUMER EDUCATION REPORT: FIRST QUARTER 2009; AND DTV CONSUMER EDUCATION REPORT: SECOND QUARTER 2009.

**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:

Other (describe)  
Comments:

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

Comments:  
THE VOICEMAIL SYSTEM GREETING IN WSET-TV'S PHONE SYSTEM CONTINUED TO BE MODIFIED TO INCLUDE AN OPTION TO PRESS ONE NUMBER TO BE CONNECTED TO A RECORDING CONTAINING INFORMATION ABOUT THE END OF ANALOG TELEVISION ON JUNE 12 AND THE IMPLEMENTATION OF WSET-TV'S FINAL DTV FACILITIES. CALLERS ALSO HAD THE OPPORTUNITY TO LEAVE THEIR NAME AND PHONE NUMBER FOR A RETURN CALL IF THEY HAD QUESTIONS.  
  
A DTV DISPLAY CONTINUES TO BE 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 CHANGES. THIS DISPLAY ELICITS ADDITIONAL QUESTIONS FROM PEOPLE VISITING OUR BUILDING THAT ARE ANSWERED BY THE RECEPTIONIST AND OTHER STAFF MEMBERS.

<b>Station Certification</b>	
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) 10/07/2009

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](mailto: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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