

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20080708ANF	
Licensee WCVB HEARST-ARGYLE TELEVISION, INC.					
Call Sign WCVB-TV		Facility Id 65684		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
BOSTON		MA	SUFFOLK		02494 -
Nielsen DMA BOSTON (MANCHESTER)		World Wide Web Home Page Address WWW.THEBOSTONCHANNEL.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	5				
<input checked="" type="checkbox"/> Digital	20				
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	257
Total 5:00 a.m. to 1:00 a.m. CSTs	225
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	38
Total 6:00 a.m. to 9:00 a.m. CSTs	72
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	66
Total 6:00 p.m. to 11:35 p.m. CSTs	65
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
<p>Comments:</p> <p>THE STATION AIRS LOCALLY PRODUCED PSAS AND PSAS PRODUCED BY NAB. WCVB-TV HAS PRODUCED A SERIES OF "DIGITAL TRUTH" PSAS HOSTED BY THE STATION'S LEAD ANCHOR ED HARDING. THESE PSAS CAPTURE THE SAME "DIGITAL TRUTH" FEEL REFLECTED ON THE WCVB-TV WEBSITE'S SECTION DEDICATED TO THE DTV TRANSITION. THE STATION'S LOCALLY PRODUCED PSAS ANSWER DTV FREQUENTLY ASKED QUESTIONS AND REFERENCE THE DTV SECTION OF THE STATION'S WEBSITE.</p> <p>THE STATION'S CRAWL RUNS APPROXIMATELY 44 SECONDS. THE TEXT OF THE CRAWL IS AS FOLLOWS: "ON FEBRUARY 17, 2009, FULL POWER ANALOG BROADCASTING WILL END, AND ANALOG ONLY TELEVISIONS MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION SUCH AS OBTAINING A CONVERTER BOX. ANALOG-ONLY TVS SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCRS, DVD PLAYERS, AND SIMILAR PRODUCTS. VIEWERS MAY GET MORE INFORMATION BY CALLING 1-888-DTV-2009 OR GOING TO THEBOSTONCHANNEL.COM."</p> <p>THE STATION PUBLICIZES THE EXISTENCE AND LOCATION OF ITS DTV CONSUMER EDUCATION QUARTERLY ACTIVITY REPORTS BY AIRING A CRAWL THAT STATES: "A QUARTERLY REPORT DESCRIBING THIS STATION'S DIGITAL TELEVISION TRANSITION EFFORTS IS AVAILABLE FOR PUBLIC REVIEW ON OUR WEBSITE THEBOSTONCHANNEL.COM AND IN THE PUBLIC INSPECTION FILE AT OUR STUDIO AT 5 TV PLACE IN NEEDHAM."</p>	

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
<p>Comments:</p> <p>ON SUNDAY, MAY 18, 2008, AT NOON, WCVB-TV'S LOCAL ACCESS PROGRAM "CITYLINE," WHICH TARGETS TRADITIONALLY UNDERSERVED COMMUNITIES, AIRED A LOCALIZED VERSION OF THE NAB DTV TRANSMISSION PROGRAM. WCVB-TV PRESIDENT AND GENERAL MANAGER BILL FINE WAS FEATURED AS A STUDIO GUEST IN THE FIRST SEGMENT OF THE THREE-SEGMENT PROGRAM.</p> <p>THE LISTING FOR THE PROGRAM DESCRIBED IT AS FOLLOWS: IN FEBRUARY 2009, TELEVISION VIEWERS ACROSS THE COUNTRY WILL ALL WITNESS A REVOLUTION ON TELEVISION. THE SWITCH FROM ANALOG TO DIGITAL TRANSMISSION WILL CHANGE HOW YOU WATCH TV. WE'LL WALK YOU THROUGH WHAT YOU NEED TO KNOW ABOUT THE CONVERSION, WITH HELP FROM THE NATIONAL ASSOCIATION OF BROADCASTERS.</p>	

100-Day Countdown Eligible Pieces - Last Quarter

<p>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?</p>	
0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
39	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
<p>Comments:</p> <p>ALTHOUGH THE STATION IS NOT REQUIRED TO AIR THESE ELEMENTS UNTIL NOVEMBER 10, 2008, IT BEGAN IN JANUARY 2008 FEATURING GRAPHIC AND AUDIO DISPLAYS THREE TIMES PER WEEK, AN EFFORT WHICH CONTINUED THROUGHOUT SECOND QUARTER 2008. THE STATION AIRS A "COUNTDOWN TO DIGITAL" CLOCK AS A BUMPER IN SOME NEWSCASTS, WITH AN ANCHOR VOICE-OVER. THE AUDIO DIRECTS VIEWERS TO THE DTV TRANSITION SECTION OF THE STATION'S WEBSITE.</p>	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
<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>	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>ON MAY 14, 2008, THE STATION AIRED A NEWS SEGMENT DISCUSSING DTV CONVERTER BOXES TOUCHING ON ISSUES SUCH AS COMMUNITY AWARENESS OF THE NEED FOR THESE BOXES AND HOW WELL THEY ARE SELLING. THIS REPORT WAS PART OF THE LEAD-UP TO OUR DTV WEEKEND MAY 16-18.</p> <p>TO PROMOTE THE DTV WEEKEND, THE STATION AIRED EIGHTEEN :15 SEGMENTS PROVIDING VIEWERS WITH INFORMATION ABOUT THE NAB DTV TREKKER TRUCK WHICH APPEARED AT THE BOSTON MUSEUM OF SCIENCE DURING THE WEEKEND OF MAY 16-18. DURING THE DTV WEEKEND, THE STATION AIRED LIVE NEWS REPORTS FROM THE BOSTON MUSEUM OF SCIENCE.</p>	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
<p>Does your station have a Website?</p>	<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 PART OUR FIRST 'FOCUS' DTV WEEKEND (MAY 16-18), ON MAY 16, 2008, THE STATION'S WEBSITE CARRIED THE STATION'S SECOND QUARTERLY DTV 'DIGITAL TRUTH' WEBCAST AFTER THE MIDDAY NEWSCAST. THE WEBCAST WAS PROMOTED DURING THE WEEK PRIOR IN THE STATION'S NEWSCASTS. THIS WEBCAST WAS ALSO CARRIED ON OTHER HEARST-ARGYLE WEBSITES, AND IT IS ARCHIVED ON WWW.THEBOSTONCHANNEL.COM</p> <p>- THE STATION'S WEBSITE, WWW.THEBOSTONCHANNEL.COM, HAS TWO SECTIONS FEATURING DTV INFORMATION. ONE SECTION IS ACCESSIBLE BY CLICKING THE DTV COUNTDOWN CLOCK PROMINENTLY FEATURED ON THE HOMEPAGE. THIS MULTIMEDIA SECTION INCLUDES, AMONG OTHER THINGS, BACKGROUND INFORMATION, INFORMATION ABOUT DTV CONVERTER BOXES, TECHNICAL INFORMATION, AND FAQs. THE WEBSITE ALSO HAS A SECTION DEVOTED TO INFORMATION RELATING SPECIFICALLY TO HDTV, AT WWW.THEBOSTONCHANNEL.COM/HDTV. WEB BANNERS WITH THE "COUNTDOWN TO DIGITAL" MESSAGE ARE DISPERSED THROUGHOUT THE WEBSITE AND LINK BACK TO THE SITE'S DTV SECTION.</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>	
<p><input checked="" type="checkbox"/> Speaking Engagements</p> <p>Comments:</p> <p>ON MAY 27, 2008, WCVB-TV PRESIDENT/GM BILL FINE, IN HIS CAPACITY AS CHAIR OF THE MASSACHUSETTS BROADCASTERS ASSOCIATION, SPOKE ABOUT THE DIGITAL TRANSITION AT THE MASSACHUSETTS STATE HOUSECASTERS ASSOCIATION. IN ATTENDANCE WERE STATE LEGISLATORS AND THEIR STAFFS. WCVB-TV/DT 'DIGITAL TRUTH' POSTCARDS WERE DISTRIBUTED REFERRING THOSE IN ATTENDANCE TO THE STATION'S WEBSITE FOR ADDITIONAL INFORMATION.</p>	
<p><input checked="" type="checkbox"/> Community Events</p> <p>Comments:</p> <p>AS PART OF OUR FIRST 'FOCUS' DTV WEEKEND (MAY 16-18), WCVB-TV HOSTED THE NAB'S DTV TREKKER TRUCK ON SITE AT THE BOSTON MUSEUM OF SCIENCE ON MAY 17. THREE DTV SEMINARS INSIDE THE MUSEUM OF SCIENCE WERE SCHEDULED ON THE SAME DAY WITH A MUSEUM TECHNOLOGY EXPERT. THE STATION PROMOTED AND PROVIDED NEWS COVERAGE OF THIS EVENT.</p>	
<p><input checked="" type="checkbox"/> Other (describe)</p> <p>Comments:</p> <p>ON APRIL 14, 2008, THE STATION'S DTV EDUCATION EFFORTS WERE RECOGNIZED AND FEATURED BY "TV WEEK."</p> <p>ON APRIL 14, 2008, WCVB-TV WAS HONORED BY THE NAB AS RECIPIENT OF THE NAB'S DTV AWARENESS AWARD.</p>	
<p>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</p>	
<p>Comments:</p> <p>THE STATION HAS PRINTED 10,000 'COUNTDOWN TO DIGITAL' POSTCARDS FOR DISTRIBUTION. THE</p>	

POSTCARD CARRIES THE FEBRUARY 17, 2009 'COUNTDOWN TO DIGITAL' DATE ON ONE SIDE WITH A BRIEF MESSAGE ON THE REVERSE SIDE ALERTING RECIPIENTS OF THE TRANSITION, WITH A SUGGESTION TO VISIT THE DTV SECTION ON THE STATION'S WEBSITE OR WATCH OUR 'DIGITAL TRUTH' REPORTS IN WCVB NEWSCASTS. WCVB-TV EMPLOYEES WILL SERVE AS 'DIGITAL AMBASSADORS' AND DISTRIBUTE THESE POSTCARDS TO FRIENDS AND FAMILY, AND AT COMMUNITY EVENTS. THE POSTCARDS WILL BE DISTRIBUTED THROUGHOUT THE YEAR DURING STATION TOURS AND AT VARIOUS COMMUNITY EVENTS.

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 PRESIDENT & GENERAL MANAGER
Signature BILL FINE	Date (mm/dd/yyyy) 07/08/2008

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.