

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 633483

Description: WCVB-TV 3Q 2008 388
Application Reference Number: 20081010ATW
Successfully filed at Oct 10 2008 12:22PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

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. -	
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: 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	255
Total 5:00 a.m. to 1:00 a.m. CSTs	217

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	44
Total 6:00 a.m. to 9:00 a.m. CSTs	65

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	67
Total 6:00 p.m. to 11:35 p.m. CSTs	60

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

Comments:

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.

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."

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."

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	2
--	---

Comments:

THE 30-MINUTE LOCALIZED "CITYLINE"/NATIONAL ASSOCIATION OF BROADCASTERS PROGRAM WAS AIRED TWICE: ON SUNDAY, AUGUST 10, AT 4:30 PM AND SATURDAY, SEPTEMBER 20, AT 12:30 PM. "CITYLINE" IS A WEEKLY COMMUNITY AFFAIRS PROGRAM THAT TARGETS TRADITIONALLY UNDERSERVED AUDIENCES IN THE BOSTON MARKET.

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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: 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 THIRD 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.	

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
Comments: WCVB'S 3RD DTV FOCUS WEEK WAS HELD DURING THE WEEK OF SEPTEMBER 15, 2008. ALL DEPARTMENTS OF THE STATION PARTICIPATED. ON MONDAY, SEPTEMBER 15 AT 7:30-8 PM, WE BEGAN WITH 'CHRONICLE,' OUR M-F LOCAL AWARD-WINNING NEWSMAGAZINE PROGRAM, WHICH FEATURED A SEGMENT ON WHAT THE DIGITAL SWITCH WILL MEAN TO VIEWERS. MEANWHILE NEWSCENTER 5 AIRED SEVERAL DTV CONVERSION STORIES (SEE BELOW). OUR THIRD DIGITAL WEBCAST AIRED ON FRIDAY, SEPTEMBER 19, HOSTED BY CONSUMER REPORTER SUSAN WORNICK WITH WCVB CHIEF ENGINEER RICK ZACH AND 'GOING GREEN' REPORTER DAVID BROWN ANSWERING VIEWER QUESTIONS. A 30-MINUTE 'CITYLINE'/NAB DTV PROGRAM AIRED AT 12:30 PM ON SATURDAY, SEPTEMBER 20. A DTV SEGMENT AIRED ON 'CITYLINE' ON SUNDAY, SEPTEMBER 21, AT NOON. NEWS STORIES INCLUDED: SEPTEMBER 12, 'GOING GREEN' REPORTER DAVID BROWN PREVIEWED THE SONY/WASTE MANAGEMENT RECYCLING PROGRAM AT FOXBORO STADIUM; SEPTEMBER 15, AS CONSUMERS PURCHASE NEW TVS A LOCAL NONPROFIT REDISTRIBUTES OLD TVS TO NEEDY FAMILIES; SEPTEMBER 25, DTV CONVERSION IN PRISONS. IT MAY SEEM LIKE A LUXURY FOR PRISONERS TO HAVE TVS BUT IT IS THE GREAT PEACEKEEPER AND AN IMPORTANT TOOL BEHIND BARS. WE LOOK AT WHAT PRISONS IN THE BOSTON AREA AND AROUND THE US ARE DOING TO PREPARE FOR 2.17.09.	
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
Comments: ON SEPTEMBER 19, WCVB FEATURED OUR 3RD QUARTERLY 'LIVE' WEBCAST FROM 12:35-1:05PM ON THEBOSTONCHANNEL.COM TO ANSWER VIEWER QUESTIONS ABOUT THE CONVERSION TO DTV. THE WEBCAST WAS HOSTED BY CONSUMER REPORTER SUSAN WORNICK WITH CHIEF ENGINEER RICK ZACH AND 'GOING GREEN' REPORTER DAVID BROWN WITH INFORMATION ON RECYCLING OLD TVS. 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.

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:
ON TUESDAY, SEPTEMBER 16, DIRECTOR OF PUBLIC AFFAIRS KAREN HOLMES WARD SPOKE TO 150+ BUSINESS AND COMMUNITY LEADERS ABOUT THE COMING DIGITAL CONVERSION AT A BREAKFAST MEETING OF THE BOSTON CHAMBER OF COMMERCE AND DISTRIBUTED WCVB'S INFORMATIONAL POSTCARDS, WHICH DIRECT VIEWERS TO THE DTV SECTION OF OUR WEBSITE, THEBOSTONCHANNEL.COM.

Community Events

Comments:
WCVB DTV POSTCARDS ALERTING PEOPLE TO THE SPECIAL DTV SECTION OF OUR WEBSITE WERE DISTRIBUTED AT SEVERAL COMMUNITY EVENTS THIS QUARTER: JUNE 24, THE PARTNERSHIP (1000); AUGUST 3-5, THE ROXBURY FILM FESTIVAL (500); SEPTEMBER 15, THE LUPUS FOUNDATION ANNUAL MEETING (40); SEPTEMBER 16, THE GREATER BOSTON CHAMBER OF COMMERCE (150).

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:

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) 10/08/2008

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).

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.

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