

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 633483**

**Description: WCVB-TV 1Q 2009**  
**Application Reference Number: 20090408APG**  
**Successfully filed at Apr 8 2009 7:09PM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090408APG	
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: 03/31/2009					
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, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<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 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?
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Total 5:00 a.m. to 1:00 a.m. PSAs	278
Total 5:00 a.m. to 1:00 a.m. CSTs	221
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	47
Total 6:00 a.m. to 9:00 a.m. CSTs	58
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	92
Total 6:00 p.m. to 11:35 p.m. CSTs	64
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>WE HAVE PRODUCED A SERIES OF 'DIGITAL TRUTH' INFORMATIONAL PSA'S HOSTED BY LEAD ANCHOR ED HARDING THAT RETAINS THE CONSISTENT 'DIGITAL TRUTH' LOOK. THESE PSA'S WILL AIR IN ALL DAY PARTS THROUGH THE DIGITAL SWITCH IN JUNE. THESE SPOTS WILL ANSWER FAQ'S AND SEND VIEWERS TO OUR DEDICATED DTV WEBPAGE ON OUR WEBSITE, THEBOSTONCHANNEL.COM.</p> <p>THE STATION'S CRAWL WAS 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 TV'S SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCR'S, DVD PLAYERS, AND SIMILAR PRODUCTS. VIEWERS MAY GET MORE INFORMATION BY CALLING 1-888-DTV-2009 OR GOING TO THEBOSTONCHANNEL.COM" IN EARLY FEBRUARY, THE STATION UPDATED THE CRAWL TO REFLECT THE JUNE 12 DATE.</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 June 12, 2009.	
Total number of 30 Minute Informational Programs	1
<p>Comments:</p> <p>WCVB AIRED THE NAB DTV INFORMATIONAL PROGRAM ON JANUARY 18 AT 4PM.</p>	

**100-Day Countdown - Last Quarter**

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first
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quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

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

Comments:  
 THIS ITEM IS NOT APPLICABLE FOR FIRST QUARTER 2009 BECAUSE THE 100-DAY COUNTDOWN REQUIREMENT WAS SUSPENDED BY COMMISSION ACTION AND SUPERSEDED BY THE DTV DELAY ACT, PUB. L. NO. 111-4, 123 STAT. 112 (2009).

**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.

Yes  No

Comments:  
 WE HAVE TITLED OUR 2009 NEWS INFORMATION CAMPAIGN ON THE TRANSITION, 'DIGITAL TRUTH.' THIS CONCEPT WILL BE WOVEN THROUGH ALL OF OUR NEWS REPORTS AND PUBLIC SERVICE ANNOUNCEMENTS ON DIGITAL INFORMATION. OUR PROMOTION DEPARTMENT CREATED A BOLD AND IDENTIFIABLE 'DIGITAL TRUTH' DESIGN PACKAGE FOR WCVB-TV/DT AND ITS WEBSITE INCLUSIVE OF PRINT, ON-AIR ANIMATION AND GRAPHICS AND WEB GRAPHICS AND BANNERS. THIS QUARTER OUR DIGITAL TRUTH REPORTS INCLUDED COVERAGE OF THE DATE CHANGE FOR THE DIGITAL TRANSITION.

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website?

Yes  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.

Yes  No

Comments:  
 WCVB-TV/DT POSTED A DEDICATED SECTION ON OUR WEBSITE, THEBOSTONCHANNEL.COM. BY CLICKING THE 'ACTIVE' 'COUNTDOWN TO DIGITAL' CLOCK PROMINENTLY DISPLAYED ON OUR HOMEPAGE, OR BY GOING TO THE 'AS SEEN ON' SECTION OF THE SITE, VIEWERS ARE LINKED TO A WEALTH OF INFORMATION ON THE TRANSITION TO DIGITAL. UTILIZING INFORMATION FROM THE NATIONAL ASSOCIATION OF BROADCASTERS DTV ANSWERS.COM, OUR WEBPAGE CARRIES THE WCVB 'DIGITAL TRUTH' LOOK AND FEEL.  
 -VISITORS TO OUR SITE CAN VIEW ARCHIVED WEBCASTS WITH MIDDAY ANCHOR AND CONSUMER REPORTER SUSAN WORNICK ANSWERING VIEWER EMAIL QUESTIONS ON THE TRANSITION.  
 -VISITORS TO OUR WEBSITE CAN ALSO VIEW GENERAL MANAGER BILL FINE'S DTV EDITORIAL OR PRINT THE TEXT.  
 -WE HAVE CREATED WEB BANNERS CARRYING THE 'COUNTDOWN TO DIGITAL' MESSAGE THAT WILL BE DISPERSED THROUGHOUT THEBOSTONCHANNEL.COM AND WILL LINK BACK TO OUR DEDICATED 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:  
 WCVB HAS INSTRUCTED THE STATION'S TALENT TO INCLUDE THE FOLLOWING MESSAGE IN THEIR EMCEE TALKING POINTS UNTIL JUNE 12.

"ON JUNE 12 2009, THE BIGGEST REVOLUTION IN TELEVISION VIEWING SINCE COLOR TV WILL TAKE PLACE. TV STATIONS ACROSS THE COUNTRY WILL STOP BROADCASTING IN ANALOG AND CONVERT TO DIGITAL BROADCASTING. TO MAKE SURE YOU ARE READY FOR THE DIGITAL SWITCH, VISIT THE DTV SECTION OF OUR WEBSITE, THEBOSTONCHANNEL.COM. JUST CLICK THE COUNTDOWN CLOCK ON THE LEFT SIDE OF OUR HOME PAGE."

Community Events

Comments:  
 JANUARY 21- PRESIDENT AND GENERAL MANAGER BILL FINE SPOKE ABOUT THE DIGITAL CONVERSION BEFORE FEI, FINANCIAL EXECUTIVES INTERNATIONALS, REPRESENTING CFO'S OF MAJOR BOSTON COMPANIES.

Other (describe)

Comments:  
 DIRECTOR OF PUBLIC AFFAIRS KAREN HOLMES WARD WAS FEATURED IN AN ARTICLE IN THE BAYSTATE BANNER. THE ARTICLE FOCUSED ON THE CHANGE IN THE SWITCHOVER DATE BY THE OBAMA ADMINISTRATION BASED ON CONCERNS THAT COMMUNITIES OF COLOR AND OTHER UNDER REPRESENTED GROUPS ARE NOT READY.

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

Comments:

<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 PRESIDENT/GENERAL MANAGER
Signature BILL FINE	Date (mm/dd/yyyy) 04/08/2009

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. 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.**