



**Federal Communications Commission**

**The FCC Acknowledges Receipt of Comments From ...  
WYFF Hearst-Argyle Television, Inc.  
...and Thank You for Your Comments**

**Your Confirmation Number is: '200849962451 '**

**Date Received: Apr 9 2008**

**Docket: 07-148**

**Number of Files Transmitted: 1**

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*updated 12/11/03*

# FCC 388

## DTV Consumer Education Quarterly Activity Report

### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WYFF

Report reflects information for quarter ending (mm/dd/yy)

3/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D)

Option Two (B and D)

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

Yes  No

### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes  No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign  WYFF	Channel Numbers		Community of License			
	Analog	4 <input type="checkbox"/>	City	State	County	Zip Code
	Digital	59 <input type="checkbox"/>	Greenville	SC	Greenville	29609
Licensee WYFF Hearst-Argyle Television, Inc.						
Above, circle the Channel Number(s) to which this form applies.  4 & 59			Nielsen DMA  Greenville-Spart.- Ashev.-Ander.	World Wide Web Home Page Address  www.wyff4.com		
Facility ID Number  53905	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)  12/01/2012			

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes     No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes     No

**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

637 1/2

Total 5:00 a.m. to 1:00 a.m. CSTs

4

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

50

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

0

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

122

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

2

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 (add additional sheets where necessary):

Pursuant to DA 08-757, the reporting period covered by the instant report only includes one day, March 31, 2008. Nonetheless, this report provides information about voluntary measures taken by the Station prior to the effective date of the applicable rule.

All PSAs aired during the First Quarter were produced by NAB.

**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

0
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Comments (add additional sheets where necessary):

We did not air a 30 minute informational program in first quarter. However we have already booked one for second quarter.

**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?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

59 *Graphic and Audio Displays*

\_\_\_\_\_

2 *Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):

Although the "Countdown to DTV" elements are not required until November 10, the Station began airing them during First Quarter.

Graphic/Audio display-Anchor on noon news voiced over countdown clock graphic with days remaining until transition. (2/1-3/31)

Long Form Reminders-Director of Broadcast Operations was interviewed by news reporter to explain facts about DTV transition. This segment aired twice on 3/5.

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes     No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):

**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

<p>Comments (add additional sheets where necessary):</p> <p>During First Quarter, the Station aired the following news stories: 1/1/08 WYFF News 4 at 5am, 6am, 11pm The government begins offering coupons good towards \$40 off digital converter boxes.</p> <p>1/7/08 WYFF News 4 at Noon, 5pm Digital television explainer. This story explained why this transition is taking place, when it will take place and what viewers need to do if they receive their TV from an over the air signal.</p> <p>2/1/08- 3/31/08 WYFF News 4 at Noon Graphic Monday-Friday during WYFF News 4 at noon we aired a countdown clock graphic with the days remaining until the digital TV conversion. An anchor voiced over the graphic and explained when the transition will take place and what this means for viewers.</p> <p>2/15/08 WYFF News 4 at 11pm Digital television transition almost one year away. This story explained what viewers need to do if they receive their TV from an over the air signal.</p> <p>2/17/08 WYFF News 4 Weekend 7am, 8am Digital television explainer. This story explained why this transition is taking place, when it will take place and what viewers need to do if they receive their TV from an over the air signal.</p> <p>2/18/08 WYFF News 4 at 5pm Digital TV confusion. New report finds that even electronic sales people are not properly informed about the digital television transition. At the store some are giving consumers misinformation.</p> <p>3/4/08 WYFF News 4 at Noon Information about how to get a coupon good for \$40 towards a digital converter box.</p> <p>3/5/08 WYFF News 4 at 6pm, 11pm Digital television explainer. This story explained why this transition is taking place, when it will take place and what viewers need to do if they receive their TV from an over the air signal.</p> <p>3/6/08 WYFF News 4 at 6pm, 11pm Digital converter coupon explainer. This story explained how to apply and use the federally funded digital converter coupon. This story also looked at the different kinds of converters boxes available and which local stores have them in stock. WYFF News 4 at 11pm</p> <p>3/7/08 WYFF News 4 at 6pm, 11pm Digital conversion at WYFF 4. This story takes a look at what changes are being made at WYFF4 to switch to digital.</p>
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**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 (add additional sheets where necessary):  
WYFF4.com homepage features a DTV countdown clock. In addition, the website has an entire section (www.wyff4.com/digital) dedicated to the DTV transition. This multimedia section includes, among other things, background information, information about DTV converter boxes, technical information, and FAQs.

### 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 (add additional sheets where necessary):  
General Manager Mike Hayes, and Director of Broadcast Operations Doug Durkee spoke to the Rotary Club of Greenville regarding the DTV transition on March 11, 2008.

Community Events

Comments (add additional sheets where necessary):  
DTV Transition was discussed by station personnel at the following "Community Task Force Meetings".  
1. Anderson Task Force Meeting February 21, 2008.  
2. Pickens/Oconee Task Force Meeting March 9, 2008.  
"Community Task Force Meetings" are meetings with community leaders in various towns/counties in our area. They are attended by representatives from WYFF 4 including our GM, Creative Services Director, News Director and or Assistant News Director. DTV transition has become one of the topics covered in these meetings, and will continue with future meetings.

Other (describe)

Comments (add additional sheets where necessary):  
March 12- News Director Justin Antoniotti discussed digital television transition with Leadership Anderson (35 Anderson residents) during WYFF 4 visit.  
  
March 31- News Director Justin Antoniotti discussed digital television transition with Leadership Greer (30 Greer residents) during WYFF 4 visit.

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

Comments (add additional sheets where necessary):

### 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 Michael Hayes	Typed or Printed Title of Person Signing President & General Manager
Signature <input checked="" type="checkbox"/>	Date 04/09/08

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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