

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. -20090109AMN	
Licensee WTVD TELEVISION, LLC					
Call Sign WTVD		Facility Id 8617		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
DURHAM	NC	DURHAM	27701 -		
Nielsen DMA RALEIGH-DURHAM (FAYETVLLE)		World Wide Web Home Page Address WWW.ABC11.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
☒ Analog	11				
☒ Digital	52				
Report reflects information for quarter ending: 12/31/2008					
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	
Application Purpose:					
☒ DTV Education Report					
☐ 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	248
Total 5:00 a.m. to 1:00 a.m. CSTs	257

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	27
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Total 6:00 a.m. to 9:00 a.m. CSTs	38
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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	64
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Total 6:00 p.m. to 11:35 p.m. CSTs	106
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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	
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Total 5:00 p.m. to 10:35 p.m. CSTs	
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Comments:

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	5
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Comments:

WTVD AIRED "DTV 411" ON SATURDAY, NOVEMBER 8, 2008 AT 1:30PM; SUNDAY, NOVEMBER 30, 2008 AT 11:00AM; SUNDAY, DECEMBER 7, 2008, AT 4:00PM; SATURDAY, DECEMBER 13, 2008, AT 2:30PM AND SATURDAY, DECEMBER 27, 2008 AT 3:30PM.. "DTV 411" ADDRESSES THE QUESTIONS AND CONCERNS OF THOSE VIEWERS AND SHOWS THEM HOW TO PREPARE FOR THE TRANSITION. THE PROGRAM EXPLAINS THE REASONING BEHIND THE FEDERALLY MANDATED TRANSITION, THE BASIC DIFFERENCE BETWEEN DIGITAL AND ANALOG TECHNOLOGY AND THE BENEFITS IT OFFERS NOT ONLY TO TELEVISION VIEWERS, BUT ALSO TO SOCIETY AS A WHOLE.

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?

135	Graphic Displays
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0	Animated Graphics
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52	Graphic and Audio Displays
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0	Longer Form Reminders
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Comments:

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: FIFTEEN (15) NEWS REPORTS ON THE DTV TRANSITION WERE FEATURED DURING THE FOURTH QUARTER OF 2008. (OCTOBER 14, 2008 AT 5:30AM, 5AND 6PM; OCTOBER 15, 2008 AT 5PM AND 10PM; OCTOBER 17, 2008 AT 12PM; NOVEMER 10, 2008 AT 10PM AND 6PM; NOVEMBER 17, 2008 AT 11PM; DECEMBER 15, 2008 AT 5:30PM; 10 AND 11PM; DECEMBER 17, 2008 AT 6PM AND DECEMBER 18, 2008 AT 10 AND 11PM.)		
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: THE STATION'S WEBSITE HAS A DTV RESOURCE PAGE WHICH CONTAINS GENERAL INFORMATION ON THE DTV TRANSITION AS WELL AS INFORMATIONAL LINKS AND COUPON LINKS. BEGINNING ON NOVEMBER 10, 2008, WTVD ALSO PREPARED ITS VIEWERS FOR THE UPCOMING DTV TRANSITION BY DISPLAYING A DTV COUNTDOWN CLOCK ON THE HOMEPAGE OF OUR WEBSITE.		
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: WTVD CONDUCTED A DIGITAL TEST FOR VIEWERS ON OCTOBER 17, 2008, IN THE 6PM NEWS FOR ONE MINUTE; NOVEMBER 17, 2008 IN THE 6PM NEWS FOR ONE MINUTE AND AGAIN ON DECEMBER 17, 2008 IN THE 6PM NEWS FOR TWO MINUTES.. THIS WAS AN OPPORTUNITY FOR VIEWERS TO SEE WHETHER THEIR TELEVISION SETS WERE READY FOR THE CONVERSION TO DIGITAL.		
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.		
Comments: WTVD POSTED THE STATION'S PHONE NUMBER DURING THE DIGITAL TEST CONDUCTED ON DECEMBER 17, 2008 FOR TWO MINUTES AND MANNED THE SWITCHBOARD DURING THAT TIME. WE RECEIVED OVER 70 VIEWER CALLS REQUESTING COUPONS. OTHER VIEWER CALLS PERTAINED TO CONVERTER BOX QUESTIONS AND TROUBLE REGISTERING ON THE DTV WEBSITE.		

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 EXECUTIVE ASSISTANT

Signature
LOURDES SIGEL

Date (mm/dd/yyyy)
01/09/2009

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).

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