

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. -20081010BBG	
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: 09/30/2008					
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	256
Total 5:00 a.m. to 1:00 a.m. CSTs	211

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	13
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Total 6:00 a.m. to 9:00 a.m. CSTs	41
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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	59
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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	1
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Comments:

WTVD AIRED "DTV 411" ON SATURDAY, AUGUST 30, 2008, AT 1:30PM. "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?

0	Graphic Displays
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0	Animated Graphics
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0	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	
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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: FOURTEEN (14) NEWS REPORTS ON THE DTV TRANSITION, INCLUDING NUMEROUS REPORTS ON THE STATION'S DIGITAL TEST (SEE BELOW) AND REPORTS ON THE WILMINGTON, NC SWITCH, WERE FEATURED DURING THE THIRD QUARTER OF 2008. (AUGUST 7, 2008 AT 5PM, 6PM, 10PM, 11PM; AUGUST 19, 2008 AT 6PM; SEPTEMBER 8, 2008 AT 6PM, 10PM 11PM; SEPTEMBER 9, 2008 AT 5-6AM; SEPTEMBER 15, 2008 AT 5PM, 6PM; SEPTEMBER 17, 2008 AT 5PM, 10PM, 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.	
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 SEPTEMBER 17, 2008, AT 6:10PM FOR ONE MINUTE. 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:	

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) 10/10/2008

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-PER, 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.