

FCC 388

DTV Quarterly Activity Station Report

Instructions

This form must be filed by all broadcasters subject to the requirements of 47 C.F.R. §§ 73.3526 and 73.3527. It 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 Announcement (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 using the Broadcast Radio and Television Consolidated DataBase System (CDBS), and placed in the station's Public Inspection File and public website, if such exists. For more information on filing via CDBS, please visit: <http://www.fcc.gov/mb/cdbs.html>. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WSBK-TV

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

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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

Comments (add additional sheets where necessary):

Were you required to air service loss notices (See 47 C.F.R. § 73.674(b)(5) for details)?

Yes (Complete Section E)
 No

Simulcasting

Prior to termination of signal, did you simulcast 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.

<u>Call Sign</u> WSBK	<u>Channel Numbers</u>	<u>Community of License</u>									
	Analog <u>38</u> <input checked="" type="checkbox"/>	<u>City</u>	<u>State</u>	<u>County</u>	<u>Zip Code</u>						
Digital <u>39</u> <input checked="" type="checkbox"/>	Boston	MA	Suffolk	02134							
<u>Licensee</u>											
<u>Above, check the Channel Number(s) to which this form applies.</u>		<u>Nielsen DMA</u>	<u>World Wide Web Home Page Address</u>								
		Boston	www.wbztv/tv38.com								
<u>Facility ID Number</u>	<u>Previous Call Sign (if applicable)</u>	<u>License Renewal Expiration Date (mm/dd/yy)</u>									
73982		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">0</td> <td style="text-align: center;">4</td> <td style="text-align: center;">0</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> <td style="text-align: center;">5</td> </tr> </table>				0	4	0	1	1	5
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Section A (For broadcasters electing Option One)

On its analog channel, and its primary digital stream, a station must air three transition PSAs, and run three transition crawls, in every quarter of every day. 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 (84 per week) during the correct quarters of the day?

Yes No

Have you aired a sufficient number of eligible crawls (84 per week) during the correct quarters of the day?

Yes No

Beginning April 1, 2009, Option One stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming, completes construction of its post-transition digital facility, and begins operation of that facility. The station may replace up to 25 percent of their daily PSAs and crawls with each type of notice (stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition crawl obligations. See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

Yes No

Comments (add additional sheets where necessary):

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 at least once, and one Countdown piece per day during the 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

210.5

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

281

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

33.5

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

0

For stations located in the Atlantic, 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

72

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

144

For stations located in the Alaskan, 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):

Aired NAB spots: "New date, June 12;" "Rescanning;" "Converter Box;" and "Antenna."
Aired local spots: "Antenna" and "Help Center."

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., after April 1, 2009 and prior to your station's termination of analog service (see 47 C.F.R. § 73.674(d)(5) for additional details).

Total number of 30 Minute Informational Programs 1

Comments (add additional sheets where necessary):

Aired educational program May 30, 2009 at 10-10:30AM.

Countdown Eligible Pieces - Last Quarter Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

- 61 *Graphic Displays*
- Animated Graphics*
- 199 *Graphic and Audio Displays*
- Longer Form Reminders*

Comments (add additional sheets where necessary):

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

Yes No

Comments (add additional sheets where necessary):

WSBK aired both PSAs and Eyaliners for Rescanning and Help Center, and we aired PSAs for Antenna.

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?

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., after April 1, 2009 and prior to your station's termination of analog service (see 47 C.F.R. § 73.674(e)(2) for additional details).

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Three (noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

Yes No

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, and in particular, nightlight efforts, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes No

Comments (add additional sheets where necessary):
* On, May 30, WSBK participated in the Soft Shut Down Readiness test by airing 3 90-second messages promoting the June 12 Transition and Readiness information.
* WSBK News aired packages on transition deadline extension, coverters and coupons, recsanning, antenna information, Best Buy's Geek Squad free help, etc.

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):
On tv38.com
<http://tv38.com/9pmnews/Digital.TV.DTV.2.694067.html>
Dedicated page detail about what consumers should know about the change.
Access directly on Home navigation bar

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):
Reporter Jonathan Elias did radio hits 6/8-/6/12 re DTV Transition

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):
All employees' email signatures link to DTV Transition website: "Are you ready for DTV? DTV transition is coming in February 2009, visit <http://wbztv.com/dtv> for complete information."

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):

Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on <http://www.dtv.gov>, predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.

A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones. Did your station run these notices, in addition to any other consumer education efforts required by these rules?

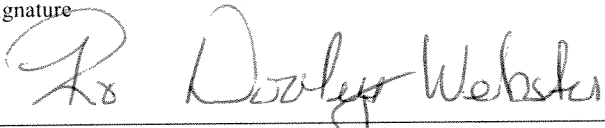
Yes

No

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 <i>R. Dooley Webster</i>	Typed or Printed Title of Person Signing <i>Director of Communications and Public Affairs @ WSBK</i>
Signature 	Date <i>Sunday July 5 2009</i>

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.