

Federal Communications Commission

WSET

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Account number: 674123**

**Description: SECOND QUARTER 2009 DTV EDUCATION REPORT
Application Reference Number: 20090710AMJ
Successfully filed at Jul 10 2009 3:41PM**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090710AMJ	
Licensee WSET, INCORPORATED					
Call Sign WSET-TV		Facility Id 73988		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
LYNCHBURG		VA	N/A		24506 - 1588
Nielsen DMA ROANOKE-LYNCHBURG		World Wide Web Home Page Address WWW.WSET.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	13				
<input checked="" type="checkbox"/> Digital	34				
Report reflects information for quarter ending: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments: WSET-TV WAS IN FULL COMPLIANCE WITH REQUIREMENTS THROUGH JUNE 12, 2009. WE WILL COMMENCE IN JULY 2009 THE ADDITIONAL REQUIREMENTS IMPOSED BECAUSE WSET-TV HAS NOT IMPLEMENTED ITS FINAL DTV FACILITIES.					
Were you required to air service loss notices (See 47 C.F.R. 73.5 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
Application Purpose:					
<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 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	387
Total 5:00 a.m. to 1:00 a.m. CSTs	269
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	43
Total 6:00 a.m. to 9:00 a.m. CSTs	66
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	135
Total 6:00 p.m. to 11:35 p.m. CSTs	73
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:	

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: WSET-TV AIRED THE NEW NATIONAL ASSOCIATION OF BROADCASTERS PRODUCED "COUNTDOWN TO DTV: ARE YOU READY?" 30-MINUTE PROGRAM ON SATURDAY, MAY 30, 2009, FROM 1:30-2:00 P.M. PURSUANT TO FCC REQUIREMENTS, INFORMATION WAS INSERTED ABOUT THE DATES AND APPROXIMATE TIMES OF DAY	

WHEN ALL FULL-POWER STATIONS IN THE ROANOKE-LYNCHBURG MARKET WERE PLANNING TO TERMINATE ANALOG SERVICE.

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?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
253	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

BEGINNING ON APRIL 13, 2009 AND CONTINUING THROUGH JUNE 12, 2009, WSET-TV AIRED A TOTAL OF 253 COUNTDOWN GRAPHIC AND AUDIO DISPLAYS. EACH DAY OF THE 60-DAY COUNTDOWN, WSET-TV AIRED MULTIPLE COUNTDOWN ID'S THROUGHOUT THE DAY.

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)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:

WSET-TV AIRED THREE SEPARATE 15-SECOND NOTICES, ONE EACH ON ANTENNA USE, RESCANNING, AND DTV CONSUMER HELP TO COMPLY WITH THESE REQUIREMENTS BEGINNING APRIL 1, 2009 AND CONTINUING THROUGH JUNE 12, 2009. A TOTAL OF 309 OF THESE NOTICES AIRED DURING THE PERIOD.

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 effort, etc.) during the quarter? The comment box	<input checked="" type="radio"/> Yes <input type="radio"/> No

may be used to describe these initiatives.

Comments:

DURING THIS QUARTER, WSET-TV CONTINUED ITS EDUCATION PROGRAM LAUNCHED ON JANUARY 22, 2008 TITLED "DTV QUESTIONS." WE CONTINUED AIRING PSA'S ENCOURAGING VIEWERS TO SEND US THEIR QUESTIONS ABOUT DIGITAL TELEVISION SO WE COULD ANSWER THEM. WE ASKED THEM TO SEND THEIR QUESTIONS VIA REGULAR MAIL, EMAIL AT DTVQUESTIONS@WSET.COM, OR TO CALL OUR "DTV QUESTIONS" DEDICATED PHONE LINE AVAILABLE TO RECEIVE THEIR MESSAGES 24/7. WE TOLD THEM THAT THEIR QUESTIONS WOULD BE ANSWERED IN OUR NEWS STORIES, ON OUR WEB SITE, AND THROUGH PUBLIC SERVICE ANNOUNCEMENTS (PSA'S).

EACH MONDAY DURING THE QUARTER WE CONTINUED TO ADDRESS ONE OR MORE QUESTIONS IN A NEWS STORY AIRING IN ALL OF OUR LOCAL NEWS SHOWS - "GOOD MORNING VIRGINIA" (5:30-7:00 A.M.), "ABC13 NEWS MIDDAY," "ABC13 NEWS AT 6:00 P.M.," "ABC13 NEWS AT 7:00 P.M." AND "ABC13 NEWS AT 11:00 P.M." WE HAD PLANNED TO CONTINUE THE MONDAY NEWS STORIES AND THE OTHER COMPONENTS OF OUR EDUCATION PROGRAM THROUGH FEBRUARY 16. AFTER THE TRANSITION DATE WAS DELAYED TO JUNE 12, WE DECIDED TO CONTINUE OUR MONDAY NEWS STORIES AND THE OTHER COMPONENTS OF OUR EDUCATION PROGRAM THROUGH JUNE 12. ONE NEWS REPORTER WAS RESPONSIBLE FOR ALL DTV-RELATED NEWS STORIES.

DURING THIS QUARTER, WE RECEIVED 380 QUESTIONS FROM VIEWERS ON OUR DEDICATED PHONE LINE. ON OUR MAIN STATION PHONE LINE, WE RECEIVED APPROXIMATELY ANOTHER 1,157 CALLS DURING REGULAR BUSINESS HOURS IN THIS QUARTER, FOR A TOTAL OF 1,537 CALLS DURING THE QUARTER. THIS BRINGS OUR TOTAL NUMBER OF CALLS TO APPROXIMATELY 5,183 SINCE THIS EDUCATION PROGRAM BEGAN.

TO SUPPLEMENT THE NEWS STORIES, A PSA AIRED THROUGHOUT EACH WEEK REPORTING ON THE ANSWER TO A QUESTION. THIS PSA REMINDED VIEWERS TO WATCH THE NEXT MONDAY'S NEWSCASTS FOR THE ANSWER TO ANOTHER QUESTION AND DIRECTED VIEWERS TO OUR WEB SITE.

AT THE FCC'S REQUEST, WSET-TV PARTICIPATED IN A SERIES OF THREE NATIONAL SOFT DTV TRANSITION TESTS ON THURSDAY, MAY 21, 2009 DURING ITS LOCAL NEWSCASTS AT 7:25 A.M., 12:25 P.M., AND 6:25 P.M. WSET-TV STAFF MEMBERS WERE AVAILABLE TO ANSWER THE PHONE CALLS OF VIEWERS. IN ADDITION, SOME VIEWERS LEFT THEIR QUESTIONS ON OUR "DTV QUESTIONS" DEDICATED PHONE LINE DURING THE TESTS. WE PROMOTED THE TESTS DURING OUR NEWSCASTS FOR SEVERAL DAYS PRIOR TO THE TESTS.

DURING THIS QUARTER WE CONTINUED BRANDING OUR ANALOG CHANNEL WITH A "BUG" IN THE LOWER RIGHT ONE-THIRD OF THE SCREEN. WE AIRED PSA'S TELLING VIEWERS HOW TO USE THAT BUG TO DETERMINE WHETHER OR NOT THEY WERE READY FOR THE TRANSITION DATE. IF THEY SAW THE WORD "ANALOG," THEN THEY WERE RECEIVING THE ANALOG SIGNAL AND NEEDED TO TAKE STEPS TO MAKE SURE THEY WERE READY FOR THE ANALOG SHUTDOWN. THE ANALOG BUG REMAINED ON THE AIR THROUGHOUT THE QUARTER AND WAS INCREASED IN SIZE AS THE TRANSITION DATE OF JUNE 12 APPROACHED. THE BUG'S COLOR WAS ALSO CHANGED FROM YELLOW TO RED TO ATTRACT EVEN MORE ATTENTION.

BEGINNING AT MIDNIGHT ON JUNE 11, 2009 AND CONTINUING UNTIL MIDNIGHT ON JUNE 12, 2009, WSET-TV AIRED A 25-MINUTE VIDEO LOOP ANCHORED BY OUR NEWS TEAM THAT PROVIDED INFORMATION WE HAD COLLECTED ABOUT DTV-RELATED MATTERS THROUGHOUT OUR EDUCATION CAMPAIGN. IT INCLUDED APPLICABLE PHONE NUMBERS AND WEB SITE ADDRESSES FOR VIEWERS TO SEEK HELP. REGULAR PROGRAMMING WAS PROVIDED ONLY ON OUR DIGITAL CHANNEL ON JUNE 12, 2009. THIS VIDEO LOOP ALSO CONTAINED PRE-TAPED SEGMENTS ON ORDERING CONVERTER BOX COUPONS, CONNECTING CONVERTER BOXES, PURCHASING ANTENNAS, AND THE IMPORTANCE OF RESCANNING.

Station Website Additional Activity Related to the DTV Transition - Last

Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>AS THE NEWS STORIES WERE COMPLETED EACH WEEK, BOTH THE TRANSCRIPTS AND VIDEOS OF THE NEWS STORIES WERE POSTED ON OUR WEB SITE. WE HAD A BOX ON OUR HOME PAGE THAT TOOK VIEWERS DIRECTLY TO THE LIST OF QUESTIONS AT A SECTION TITLED "EVERYTHING YOU EVER WANTED TO KNOW ABOUT DTV." THEY CAN ALSO ACCESS THIS INFORMATION BY TYPING IN KEYWORD DTV. THEY CAN THEN VIEW THE QUESTIONS AS WELL AS THE NEWS TRANSCRIPTS AND VIDEOS. QUESTIONS AND ANSWERS THAT WSET-TV COVERED THROUGHOUT THE CAMPAIGN ARE POSTED AT THIS LOCATION ON OUR WEB SITE. AS EACH MONDAY'S NEWS STORY WAS COMPLETED AND ANOTHER QUESTION WAS ANSWERED ON AIR, A LINK WAS ADDED TO THE CORRESPONDING NEWS TRANSCRIPT AND VIDEO. TRANSCRIPTS AND VIDEOS FOR ALL NEWS STORIES REMAIN POSTED ON OUR WEB SITE TO DATE. WE ALSO HAVE THE FOLLOWING SPECIAL LINKS AT THIS LOCATION: CLICK HERE FOR INFORMATION ON, OR TO APPLY ON LINE FOR A DTV CONVERTER BOX COUPON; DTV ANSWERS; DTV.GOV; FCC DTV CONSUMER FACTS; DTV TRANSITION COALITION; NTIA DTV TRANSITION; DTV SETUP; NEW YORK TIMES ARTICLE "A DOWNSIDE TO DIGITAL TV"; CLICK HERE TO SEND YOUR QUESTION TO DTVQUESTIONS@WSET.COM; DTV CONSUMER EDUCATION REPORT: FIRST QUARTER 2008; DTV CONSUMER EDUCATION REPORT: SECOND QUARTER 2008; DTV CONSUMER EDUCATION REPORT: THIRD QUARTER 2008; DTV CONSUMER EDUCATION REPORT: FOURTH QUARTER 2008; DTV CONSUMER EDUCATION REPORT: FIRST QUARTER 2009; AND CLICK THE "CHECK DTV" ICON BELOW TO SEE WHAT DIGITAL CHANNELS YOU SHOULD BE ABLE TO RECEIVE.</p> <p>ON OUR DEDICATED PHONE LINE, WE ENCOURAGED VIEWERS WHO DO NOT HAVE ACCESS TO COMPUTERS TO LEAVE THEIR NAMES AND ADDRESSES TO REQUEST A COPY OF THE QUESTIONS AND ANSWERS WE HAVE POSTED ON OUR WEB SITE. DURING THIS QUARTER, WSET-TV'S RECEPTIONIST/CUSTOMER SUPPORT REPRESENTATIVE MAILED 88 OF THESE INFORMATION PACKETS TO VIEWERS. IN ADDITION, SHE CALLED MANY OF THE VIEWERS WITH THE ANSWERS TO THEIR QUESTIONS AND ANSWERED MANY QUESTIONS AS VIEWERS CALLED IN ON A DAILY BASIS. SHE HAS MAILED 1,192 PACKETS SINCE THE BEGINNING OF THIS EDUCATION CAMPAIGN.</p>	
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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input type="checkbox"/> Other (describe) Comments:	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

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ON JUNE 12, 2009, WSET-TV STAFF MEMBERS ANSWERED THE "DTV QUESTIONS" DEDICATED PHONE LINE FROM 8:30 A.M. TO 10:00 P.M. THIS PHONE LINE WAS ALSO STAFFED ON SATURDAY, JUNE 13, FROM 9:00 A.M. TO 3:00 P.M. THE VOICE MAIL SYSTEM GREETINGS IN WSET-TV'S PHONE SYSTEM WERE MODIFIED TO INCLUDE AN OPTION TO PRESS ONE NUMBER TO BE CONNECTED TO A RECORDING CONTAINING INFORMATION ABOUT THE END OF ANALOG TELEVISION ON JUNE 12 AND THE DIGITAL TRANSITION. CALLERS ALSO HAD THE OPPORTUNITY TO LEAVE THEIR NAMES AND PHONE NUMBERS FOR A RETURN CALL IF THEIR QUESTION STILL HAD NOT BEEN ANSWERED. DURING THESE TWO DAYS, 147 CALLS WERE RECEIVED ON THE DEDICATED LINE.

WSET-TV IS AN ABC AFFILIATE. ABC HAS BEEN SUPPORTING THE DTV CONSUMER EDUCATION PLAN SINCE NOVEMBER OF 2007. BEGINNING APRIL 1, 2009 AND CONTINUING THROUGH JUNE 11, 2009, ABC PERMITTED ITS AFFILIATES TO AIR 45-SECOND CRAWLS ABOUT ANTENNA USE, RESCANNING, AND DTV CONSUMER HELP IN PRIME TIME AT LEAST THREE TIMES EACH WEEK. WSET-TV STARTED PARTICIPATING IN THIS EFFORT DURING THE WEEK OF APRIL 19, 2009.

A DTV DISPLAY CONTINUES TO BE SET UP IN THE WSET-TV LOBBY FEATURING A CONVERTER BOX, RABBIT EARS AND A TELEVISION, ALONG WITH LARGE DTV DISPLAY BANNERS INFORMING STATION VISITORS OF THE CHANGES. THIS DISPLAY ELICITS ADDITIONAL QUESTIONS FROM PEOPLE VISITING OUR BUILDING THAT ARE ANSWERED BY THE RECEPTIONIST AND OTHER STAFF MEMBERS. INFORMATION PACKETS ARE ALSO AVAILABLE IN OUR LOBBY TO WALK-INS.

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 DIRECTOR OF ADMINISTRATION
Signature DEBORRAH B. COLEMAN	Date (mm/dd/yyyy) 07/09/2009

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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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.