

Federal Communications Commission

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**Description: WRAL-TV DTV QUARTERLY ACTIVITY STATION REPORT - 1ST
QUARTER 2009**

Application Reference Number: 20090409ACX
Successfully filed at Apr 9 2009 11:36AM

Based on the information supplied, no fee is required.

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090409ACX	
Licensee CAPITOL BROADCASTING COMPANY, INC.					
Call Sign WRAL-TV		Facility Id 8688		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
RALEIGH	NC	WAKE	27605 -		
Nielsen DMA RALEIGH-DURHAM (FAYETVLL)		World Wide Web Home Page Address WWW.WRAL.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	5				
<input checked="" type="checkbox"/> Digital	53				
Report reflects information for quarter ending: 03/31/2009					
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, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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	255
Total 5:00 a.m. to 1:00 a.m. CSTs	231
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	28
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	58
Total 6:00 p.m. to 11:35 p.m. CSTs	91
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
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 June 12, 2009.	
Total number of 30 Minute Informational Programs	0
Comments: IN COMPLIANCE WITH THE REQUIREMENT TO AIR AT LEAST ONE DTV-RELATED INFORMATIONAL PROGRAM, WRAL-TV PRODUCED AND ORIGINALLY AIRED "DTV 411" ON APRIL 19, 2008 AT 7:30PM EST. WRAL-TV WILL RUN AN ADDITIONAL 30 MINUTE VIDEO AFTER APRIL 1, 2009 AND PRIOR TO JUNE 12, 2009.	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
69	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: DUE TO THE CHANGE IN THE DIGITAL TRANSITION DATE AND PER THE FCC'S INSTRUCTIONS, WRAL-TV CEASED THE 100-DAY "COUNTDOWN TO DTV" FOR THE REMAINDER OF 1ST QUARTER ON FEBRUARY 4, 2009 AND WILL RESUME THE COUNTDOWN ON THE REVISED START DATE OF APRIL 13, 2009.	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WRAL-TV'S CONSUMER UNIT HAS COMMITTED TO ROUTINE REPORTS ON DTV AND THE UPCOMING TRANSITION. THESE STORIES USUALLY AIR IN WRAL'S EARLY EVENING NEWS, WHICH IS SEEN BY THOUSANDS OF VIEWERS THROUGHOUT THE MARKET. THIS QUARTER, THE FOLLOWING STORIES HAVE AIRED IN WRAL'S NEWSCASTS: 1/7/2009 - VO ABOUT POSSIBLE DELAY - PEOPLE NOT READY & COUPON PROGRAM OUT OF MONEY	

1/8/2009 - PKG - OBAMA WEIGHS IN ON POSSIBLE DELAY
 1/14/2009 - INTERVIEWED FCC COMMISSIONER KEVIN MARTIN ON THE TRANSITION. SOUNDBITE AIRED AT 12 NOON. PKG @ 5P.
 1/15/2009 - 5 MINUTE SOFT TEST AT THE END OF THE 6PM NEWS (SEE ADDITIONAL INFORMATION BELOW)
 1/28/2009 - HOUSE VOTES NOT TO DELAY THE TRANSITION. MONICA ON SET AT 5PM WITH THE LATEST.
 2/4/2009 - TRANSITION DELAY ANNOUNCED - 5 PM MONICA ONSET WITH AN UPDATE WITH NEW JUNE 12TH DATE
 2/17/2009 - THIS WAS THE ORIGINAL TRANSITION DATE - AIRED A 5PM PKG ON STATUS - TALKED ABOUT REASONS FOR THE DELAY, I.E. COUPON PROGRAM OUT OF MONEY, PEOPLE NOT PREPARED, ETC.
 3/25/2009 - MORE MONEY FOR COUPONS AND NOW PEOPLE WHO LET THEIRS EXPIRE CAN RE-APPLY. VO DURING THE 5PM.

EXPLANATION OF 'SOFT TEST' ON WRAL-TV:
 WRAL-TV CONDUCTED A "SOFT TEST" WHERE VIEWERS WATCHING OUR ANALOG SIGNAL WERE INFORMED THAT THEIR TV SETS WERE NOT YET DIGITAL READY. THE TEST TOOK PLACE ON JANUARY 15TH. WRAL STAFFERS ANSWERED PHONE CALLS FROM VIEWERS WITH QUESTIONS ABOUT THE TRANSITION.

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 SPECIAL DTV SECTION ON WRAL.COM INCLUDES A 'STEP BY STEP' INFORMATIONAL DTV CONVERSION OVERVIEW, RELEVANT DTV RESOURCE LINKS, AND A FREQUENTLY ASKED QUESTIONS SECTION.

 IN ADDITION TO GENERATING REGULAR MAIL REQUESTS FROM CITIZENS WITHOUT INTERNET, WRAL'S DTV ON-AIR MESSAGES AND NEWS STORIES ALSO INCLUDED REFERENCES TO THE SPECIAL DTV SECTION ON THE WRAL.COM WEBSITE. VIEWERS WERE ASKED TO USE THE KEYWORD TERM "DTV" TO FIND THE SECTION. FOR THE MONTHS OF JANUARY, FEBRUARY AND MARCH -- THERE WERE 4,504 SEARCHES FOR THE DTV KEYWORD ON WRAL.COM, MAKING IT THE 11TH MOST POPULAR SEARCH TERM ENTERED ON THE SITE DURING THAT PERIOD. IT'S CLEAR THAT TELEVISION IS EXTREMELY POWERFUL IN PUSHING USERS TO THE INTERNET

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:
 WRAL AND CAPITOL BROADCASTING COMPANY REPRESENTATIVES ARE TAKING PART IN THE NAB'S SPEAKER'S BUREAU PROGRAM FOR DTV AWARENESS. WE ARE ALSO RESPONDING TO REQUESTS GENERATED LOCALLY. LAST YEAR, CBC REPS SPOKE TO THE TRIANGLE J COUNCIL OF GOVERNMENTS, LOCAL ROTARY CLUBS, NEW HANOVER COUNTY COMMUNITY ACTION GROUP, AND CIVIC GROUPS (TO NAME A FEW).

 DURING 1ST QUARTER, THE FOLLOWING DTV SPEAKING ENGAGEMENTS INVOLVING WRAL STAFF INCLUDED:

 MARCH 19 - WRAL'S GENERAL SALES MANAGER SPOKE TO A GROUP OF 21 BROADCAST MEDIA MANAGEMENT STUDENTS AT THE UNC SCHOOL OF JOURNALISM.

 JANUARY 24 - WRAL'S DEBRA MORGAN SERVED AS A MEDIA PRESENTER AT RALEIGH CITY MUSEUM TO AN AUDIENCE OF 40 ATTENDEES.

Community Events

 Comments:

Other (describe)

 Comments:
 IN 2008, WRAL-TV PROVIDED 1,329 FREE ANTENNAS TO HELP VIEWERS RECEIVE DIGITAL TELEVISION. DURING FIRST QUARTER, THE STATION HAS GIVEN AWAY AN ADDITIONAL 766 ANTENNAS.

LAST YEAR, WRAL ALSO HIRED A TEMPORARY WORKER TO HANDLE THE DTV-RELATED VIEWER INQUIRIES AND FULFILLMENT. HE HAS NOW WORKED STEADILY FOR OVER ONE YEAR AND PERFORMED THE FOLLOWING DTV-RELATED TASKS:

DTV COUPON AND TRANSITION INFORMATION MAIL-OUT: 1843 LETTERS

DTV/TRANSITION-RELATED MAILINGS: 131

DTV/TRANSITION-RELATED E-MAIL RESPONSES: 868

DTV/TRANSITION-RELATED INQUIRY RESPONSES VIA PHONE: 1336

ANTENNA TERRAIN STUDIES CONDUCTED: 683

ANSWERED VIEWER CALLS WITH WRAL STAFF DURING JANUARY SOFT TEST

CONCEIVED AND DEVELOPED WRAL'S DTV AUTOMATED HELPLINE TO KEEP CALL VOLUME AND RESPONSE TIMES AT MANAGEABLE LEVELS IN EXPECTATION OF THE ORIGINAL DIGITAL TRANSITION DATE

MANAGED UPDATES OF DTV INFORMATION ON WRAL'S WEBSITE

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

Comments:

WRAL-TV IMPLEMENTED THE NEW DTV CONSUMER EDUCATION REQUIREMENTS ON APRIL 1, 2009 WILL CONTINUE WITH THAT EDUCATIONAL CAMPAIGN UNTIL THE STATION CEASES ANALOG SERVICE ON JUNE 12, 2009.

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 VICE PRESIDENT & GENERAL COUNSEL
Signature TERESA C. ARTIS	Date (mm/dd/yyyy) 04/09/2009

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.