

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 976190**

**Description: WRAL-TV DTV QUARTERLY ACTIVITY STATION REPORT - 4TH  
QUARTER 2008**

**Application Reference Number: 20090108AJK**  
**Successfully filed at Jan 8 2009 3:43PM**

**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 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090108AJK	
Licensee CAPITOL BROADCASTING COMPANY, INC.					
Call Sign WRAL-TV		Facility Id 8688		Previous Call Sign (if applicable)	
Community of License					
City RALEIGH		State NC	County WAKE		Zip Code 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: 12/31/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	277
Total 5:00 a.m. to 1:00 a.m. CSTs	270
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.	31

PSAs	
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	53
Total 6:00 p.m. to 11:35 p.m. CSTs	86
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	
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., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs	0
Comments: WRAL-TV PREVIOUSLY AIRED A 30-MINUTE, LOCALLY-PRODUCED DTV INFORMATIONAL PROGRAM ON APRIL 19, 2008 AT 7:30PM EST.	

**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?	
104	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: BEGINNING NOVEMBER 10, 2008, WRAL BEGAN AIRING A "COUNTDOWN TO DTV" CRAWL TWICE PER DAY.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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:	

10/17/08 - PACKAGE AIRED DURING WRAL'S NOON NEWS  
 "SOFT TEST EXPLAINER/REMINDER" (SEE FURTHER EXPLANATION BELOW REGARDING "SOFT TEST")

12/17/08 - PACKAGE AIRED DURING THE 6PM SOFT TEST  
 "DTV 101" - INCLUDED INFORMATION ABOUT HOW TO HOOK UP A CONVERTER BOX AND TROUBLESHOOT COMMON PROBLEMS

EXPLANATION OF 'SOFT TESTS' ON WRAL-TV:  
 WRAL-TV, ALONG WITH MOST OTHER STATIONS ACROSS NORTH CAROLINA, PARTICIPATED IN A "SOFT TEST" WHERE VIEWERS WATCHING OUR ANALOG SIGNAL WERE INFORMED THAT THEIR TV SETS WERE NOT YET DIGITAL READY. THE TESTS TOOK PLACE ON OCTOBER 17TH, NOVEMBER 17TH, AND DECEMBER 17TH. MORE THAN 90 PHONE CALLS AND NUMEROUS EMAILS RESULTED FROM VIEWERS WHO SAW THE WARNING MESSAGE.

**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?  Yes  No  
 The comment box may be used to describe what was posted on the station's Website.

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 PSAS 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 OCTOBER, NOVEMBER AND DECEMBER -- THERE WERE 5,200 SEARCHES FOR THE DTV KEYWORD ON WRAL.COM, MAKING IT THE 15TH 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. SO FAR THIS YEAR CBC REPS HAVE SPOKEN TO THE TRIANGLE J COUNCIL OF GOVERNMENTS, LOCAL ROTARY CLUBS, NEW HANOVER COUNTY COMMUNITY ACTION GROUP. AND A CIVITAN GROUP.  
  
 ADDITIONALLY, IN OCTOBER WRAL'S ENGINEERING STAFF ANSWERED DTV-RELATED QUESTIONS AT THE NC STATE FAIR (INSIDE WRAL'S TENT). ON NOVEMBER 12TH, WRAL'S GENERAL SALES MANAGER ALSO SPOKE TO TWO MASS COMMUNICATIONS CLASSES AT THE SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS AT UNC CHAPEL HILL. PART OF THE DISCUSSION WAS ABOUT THE COMING DIGITAL TRANSITION.

Community Events

Comments:  
 THROUGHOUT THE YEAR, WRAL DISTRIBUTES DTV INFORMATIONAL FLYERS AT NUMEROUS STATION OUTREACH EVENTS. THIS QUARTER (IN OCT), DTV FLYERS WERE PROVIDED TO INDIVIDUALS VISITING THE WRAL TENT AT THE NC STATE FAIR. WRAL ENGINEERS/TRAINED STAFF WERE ALSO ON-SITE WITHIN THE WRAL TENT TO ANSWER DTV-RELATED QUESTIONS AND PERFORM CONVERTER BOX SET-UP DEMONSTRATIONS FOR STATE FAIR ATTENDEES.  
  
 ADDITIONALLY, DURING CAPITOL BROADCASTING COMPANY'S 51ST ANNUAL GOLDEN YEARS CELEBRATION (DEC. 9), WRAL ON-AIR PERSONALITIES (EMCEEING THE EVENT) SHARED DETAILS ABOUT DTV TRANSITION WITH AN AUDIENCE OF APPROXIMATELY 1,200 SENIORS (AGES 55+).

