



**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. 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 (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

**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

346

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

40

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

26

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

81

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

25

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 (add additional sheets where necessary):

WTOV-TV began broadcasting DTV transition-related PSAs on 1/1/08 and DTV related crawls on 3/19/08, although the FCC's requirements for transition-related educational efforts did not become effective until March 31, 2008. The numbers reported above reflect the total numbers of PSAs and crawls broadcast on WTOV-TV during the calendar quarter. WTOV-TV believes that it complied fully with the requirements of Option B for the single day during the first quarter for which the FCC's DTV consumer education requirements were in effect.

**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

|   |
|---|
| 4 |
|---|

Comments (add additional sheets where necessary):  
WTOV-TV aired a 30 minute DTV informational program provided by NBC on Sat., 3/15/08 from 11:30 am - 12 pm and Saturday, 4/5/08 from 11:30 am - 12 pm.  
WTOV-TV aired a 30 minute DTV informational program provided by NAB on Sat., 3/22/08 from 11:30 am - 12 pm and Saturday, 3/29/08 from 11:30 am - 12 pm.

**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?

*Graphic Displays*

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*Animated Graphics*

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*Graphic and Audio Displays*

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*Longer Form Reminders*

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Comments (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. 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 (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

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., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

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, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes     No

Comments (add additional sheets where necessary):  
WTOV-TV ran the following DTV story on 2/13/08 - News9 at Six

A big change is coming and it involves watching television.

Three years ago, the Senate voted to make television stations all over the country switch to a digital signal, instead of the analog signal viewers are probably watching now.

Will you be ready for the change or will you have to buy some additional equipment?

Will you be able to watch your television a year from now?

If you don't listen up... you could wind up missing out on all of your favorite programming.

At this time next year stations everywhere are switching over to a digital signal, moving away from the analog signal you've been using since you first turned on the tube.

So what do you need to know?

How do you keep your television from spraying static?

The discounted price tag or the consumer warning on older televisions help you know which ones will not be working after the switch to digital.

But the switch does come with some benefits.

"What we'll be able to do is take the spectrum that is freed up by moving from analog to digital and using that for emergency services," said Carlos Gutierrez of the U.S. Commerce Department.

"Really, you've got a lot of different options when it comes to making the switch. But, it's not so much what's inside but what's outside that counts...when it comes to keeping you out of the dark," Gutierrez said.

Digital converters will be available for old analog televisions and some televisions come equipped with converters but they are more expensive.

But there may be another reason to buy a digital-ready television, said Michael Ringer, electronics salesman.

"Those are the ones that you're going to be able to get serviced down the road. They're going to stop making picture tube TVs so the parts are not going to be available and if they are they're going to be extremely expensive," he said.

The options are to get a converter box to make the switch for an old television or to buy a new digital-ready television.

**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):  
From 1/1/08 - 3/19/08 WTOV-TV had a link to the NAB DTV page on the wtov9.com homepage. (DTVAnswers.com)  
  
From 3/20/08 - UFN - WTOV-TV has a "Countdown to DTV" clock on our homepage. The countdown clock is linked to a DTV section on wtov9.com.

**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):  
2/19/08 - Tim McCoy - Vice President & General Manager, Mike Seachman - Director of Operations, and Brandon Gobel - News Director, spoke to the Steubenville Kiwanis (10-25) about DTV.  
  
2/20/08 - Mike Seachman, Director of Operations spoke to a class of college students (10-25) at Franciscan University of Steubenville about DTV.  
  
3/31/08 - Tim McCoy, Vice President & General Manager spoke to the Weirton Business Women (1-25) about DTV.

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):  
WTOV-TV participated in the following Home Shows:  
2/8 - 2/10/2008 - Wheeling Area Chamber of Commerce Home & Garden Show  
  
3/28 - 3/30/08 - Weirton Medical Foundation Home & Garden Expo.  
  
During these Home Shows WTOV-TV had a booth set up and ran a DTV informational video and also passed out DTV informational pamphlets provided by NAB.

**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):

WTOV-TV aired 106 :30 PSA's provided by NAB on WTOV9 Weather Plus (digital multi-cast) during the 1<sup>st</sup> Qtr. 2008.

WTOV-TV aired 20 :10 PSA's as part of NBC programming during the 1<sup>st</sup> Qtr. 2008.

WTOV-TV aired 4 :15 PSA's as part of NBC programming during the 1<sup>st</sup> Qtr. 2008.

WTOV-TV+ aired 2 :30 PSA's as part of NBC programming during the 1<sup>st</sup> Qtr. 2008.

## 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<br>Tim McCoy | Typed or Printed Title of Person Signing<br>Vice President & General Manager |
| Signature<br><input type="checkbox"/>                | Date<br>4/8/08   |

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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