

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 727201

Description: WIVB 4QTR DTV ACTIVITY REPORT
Application Reference Number: 20090108AGW
Successfully filed at Jan 8 2009 2:10PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090108AGW	
Licensee WIVB BROADCASTING, LLC					
Call Sign WIVB-TV		Facility Id 7780		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
BUFFALO	NY	ERIE	14207 -		
Nielsen DMA BUFFALO		World Wide Web Home Page Address WWW.WIVB.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	4				
<input checked="" type="checkbox"/> Digital	39				
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	
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	299
Total 5:00 a.m. to 1:00 a.m. CSTs	318
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	45

Total 6:00 a.m. to 9:00 a.m. CSTs		6
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	82	
Total 6:00 p.m. to 11:35 p.m. CSTs	99	
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	1
Comments: WIVB RAN THE 30-MINUTE DTV INFORMATIONAL PROGRAM, PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS, ON THURSDAY, 12/25/08 FROM 12:00N-12:30PM.	

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?	
0	<i>Graphic Displays</i>
182	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

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: WIVB RAN A PANEL WITHIN EACH NEWSCAST REGARDING THE 2-MINUTE SOFT-SHUTDOWN DTV TEST BEGINNING DECEMBER 2, 2008 THROUGH THE DAY OF THE TEST, DECEMBER 15, 2008. BEGINNING 12/8/08, WIVB RAN NEWS REPORTS EACH DAY AT 5PM (WHICH WERE RE-RUN WITHIN WIVB'S "WAKE UP" PROGRAM FROM 5-7AM) ON THE FIRST PLANNED SOFT-SHUTDOWN DTV TEST. TOPICS INCLUDED: WHY DO A DTV TEST? HOW TO HOOK THE CONVERTER UP YOUR SET; DO YOU NEED A CONVERTER? HOW	

WILL THE DIGITAL CONVERSION AFFECT OUR CANADIAN VIEWERS AND WILL THE DIGITAL CONVERSION AFFECT WESTERN NEW YORKER'S ABILITY TO WATCH CANADIAN TELEVISION STATIONS? IN ADDITION, WIVB RAN A "LIVE" DTV Q&A WITH OUR ENGINEERS DURING OUR 5PM & 6PM NEWSCASTS ON DECEMBER 12TH. WIVB ALSO RAN FOLLOW-UP PACKAGES ON THE RESULTS FROM THE FIRST PLANNED DTV TESTS.

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:

WIVB HAS A WEB PAGE ENTITLED "COUNTDOWN TO DIGITAL TV." THIS WEBPAGE HAS A SECTION DEVOTED TO THE MOST FREQUENTLY ASKED QUESTIONS REGARDING DTV, INCLUDING:

WHAT IS DIGITAL TELEVISION?

WHAT IS THE FEBRUARY 17, 2009 DEADLINE?

WHAT IS THE DIGITAL-TO-ANALOG CONVERTER BOX ASSISTANCE PROGRAM?

IS HDTV THE SAME AS DTV?

WILL I NEED A NEW TV?

AND, WILL I BE ABLE TO STILL USE MY VCR, DVD PLAYER AND CAMCORDER WITH AN HDTV SET?

SOME OF THE OTHER FEATURES OF THIS WEBPAGE INCLUDE AN HDTV DISCUSSION FORUM, A TV TECH TALK BLOG AND A LINK TO THE TV CONVERTER BOX COUPON PROGRAM. IN ADDITION, WIVB.COM HAS LINKS TO BOTH THE FCC AND NAB'S DTV PAGES.

IN THE DAYS LEADING UP TO THE MULTI-STATION SOFT-SHUTDOWN TEST ON 12/15/08, WIVB ADDED STORIES ON WIVB.COM SUCH AS: WHAT IS THE DTV TEST? WILL YOU PASS THE DTV TEST? AND, IS NOW THE TIME TO BUY A NEW TELEVISION?

WIVB JOINED WITH PROMOTIONS TO TAPE AND PUT TO THE WEB A SPANISH LANGUAGE VERSION OF INFORMATION REGARDING THE SOFT-SHUTDOWN TEST ON DECEMBER 15, 2008 AND HOW TO SET UP YOUR DIGITAL BOX. THIS STORY FEATURED WIVB'S CHIEF ENGINEER DENNIS MAJEWICZ AND NEWS 4 REPORTER TRICIA CRUZ.

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:

WIVB'S CHIEF ENGINEER DENNIS MAJEWICZ GAVE A DTV PRESENTATION TO A LOCAL SENIOR GROUP ON 10/16/08;

WIVB'S CHIEF ENGINEER DENNIS MAJEWICZ GAVE A DTV PRESENTATION TO A BUFFALO SENIOR GROUP ON 10/17/08.

NEWS 4 PERSONALITY JERICKA DUNCAN VISITED THE DELAVAN GRIDER COMMUNITY CENTER IN BUFFALO TO SHOW PEOPLE A SAMPLE DIGITAL CONVERTER BOX AND SHE ANSWERED QUESTIONS FROM THE COMMUNITY ABOUT THE CHANGE TO DIGITAL.

Community Events

Comments:

WIVB'S CHIEF ENGINEER DENNIS MAJEWICZ HELD AN INFORMAL SESSION WITH ONE OF THE STATION'S RETAIL PARTNERS ON 11/16/08; DENNIS MET WITH SEVERAL HUNDRED SHOPPERS WHO HAD QUESTIONS REGARDING THE UPCOMING DIGITAL TRANSITION.

Other (describe)

Comments:

WIVB/WNLO'S PROMOTIONS & MARKETING DIRECTOR WAS INTERVIEWED BY THE NIAGARA GAZETTE (A

LOCAL NEWSPAPER) FOR AN ARTICLE ABOUT THE DIGITAL CONVERSION AND THE DTV SOFT-SHUTDOWN TESTS ON DECEMBER 15, 2008 AND JANUARY 15, 2009.

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

Comments:

N MONDAY, DECEMBER 15TH, WIVB/WNLO TOOK PART IN THE FIRST OF TWO PLANNED SOFT-SHUTDOWN TESTS FROM 6:28-6:30PM. IN ORDER TO MAKE THIS DTV TEST POSSIBLE, WESTERN NEW YORK'S LOCAL NEWS AND ENTERTAINMENT LEADER WIVB-TV ALONG WITH ITS SISTER STATION WNLO PARTNERED WITH WKBW, WGRZ, WNED, WNGS, WNYB, WNYO, WPJX, WUTV, TIME WARNER CABLE, DIRECTV, DISH NETWORK, ATLANTIC BROADBAND CABLE AND VERIZON. AT 6:28PM, VIEWERS WHO ARE NOT PREPARED FOR FEBRUARY 17TH RECEIVED A MESSAGE ON THEIR SCREEN INFORMING THEM THAT THEY HAVE NOT DONE ENOUGH TO PREPARE FOR THE UPCOMING COVERSION TO DIGITAL AND INSTRUCTING THEM TO CALL A SPECIAL HOTLINE NUMBER. THIS SPECIAL HOTLINE WAS STAFFED BY EXPERTS FROM WIVB/WNLO (AS WELL AS EXPERTS FROM OTHER PARTIES LISTED ABOVE). THE PHONE RAN FOR FOUR HOURS AND ANSWERED QUESTIONS FROM LESS THAN 500 CONSUMERS IN THE MARKET.

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 ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 01/08/2009

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).

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-PERF, 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.