

Federal Communications Commission

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Account number: 727201

Description: WNLO 4QTR 08 DTV ACTIVITY REPORT
Application Reference Number: 20090108AHB
Successfully filed at Jan 8 2009 2:19PM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090108AHB	
Licensee WIVB BROADCASTING, LLC					
Call Sign WNLO		Facility Id 71905		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.CW23.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	23				
<input checked="" type="checkbox"/> Digital	32				
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	215
Total 5:00 a.m. to 1:00 a.m. CSTs	287
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	48

Total 6:00 a.m. to 9:00 a.m. CSTs		13
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	59	
Total 6:00 p.m. to 11:35 p.m. CSTs	118	
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: WNLO AIRED THE 30-MINUTE DTV SPECIAL, PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS, ON SATURDAY, 10/25/08 FROM 8:30-9:00PM.	

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>
118	<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/WNLO 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. WIVB/WNLO RAN PACKAGES IN DECEMBER ON THE DTV CONVERSION, INCLUDING: WHAT WILL HAPPEN DURING THE DTVSOFT-SHUTDOWN TEST? WHAT ARE SOME PROBLEMS CONSUMERS HAVE BEEN HAVING IN PREPARING FOR THE CONVERSION? AND, WHAT WERE THE RESULTS FROM THE FIRST DTV TEST?	

WNLO PRODUCED A SEGMENT ON THE DTV TRANSITION THAT RAN SEVEN TIMES IN THE MONTH OF DECEMBER. THE REPORT FEATURED WIVB/WNLO CHIEF ENGINEER DENNIS MAJEWICZ INFORMING VIEWERS ABOUT THE UPCOMING CONVERSION TO DIGITAL, THE PLANNED DTV TEST ON DECEMBER 15TH, THE COUPON PROGRAM FOR DIGITAL CONVERTERS, HOW TO HOOK UP THE CONVERTER TO YOUR SET AND HOW TO PROGRAM YOUR CONVERTER.

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, CW23.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, WNLO ADDED STORIES ON CW23.COM SUCH AS: WHAT IS THE DTV TEST? WILL YOU PASS THE DTV TEST? AND, IS NOW THE TIME TO BUY A NEW TELEVISION?

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

WIVB/WNLO'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/WNLO'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:

ON 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

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