

Federal Communications Commission

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Account number: 86430

Description: WRAZ DTV QUARTERLY ACTIVITY STATION REPORT - 3RD QUARTER 2008
Application Reference Number: 20081007AGW
Successfully filed at Oct 7 2008 3:09PM

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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. -20081007AGW	
Licensee WRAZ-TV, INC.					
Call Sign WRAZ		Facility Id 64611		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
RALEIGH		NC	WAKE		27609 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLL)		World Wide Web Home Page Address WWW.MYFOX50.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2004	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	50				
<input checked="" type="checkbox"/> Digital	49				
Report reflects information for quarter ending: 09/30/2008					
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	345
Total 5:00 a.m. to 1:00 a.m. CSTs	264
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	32
Total 6:00 a.m. to 9:00 a.m. CSTs	66

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	118
Total 6:00 p.m. to 11:35 p.m. CSTs	66

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 February 17, 2009.

Total number of 30 Minute Informational Programs	0
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Comments:

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	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

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.

Yes No

Comments:
ON SEPTEMBER 17, 2008 AT 6:07 PM, WRZ interrupted regular programming on its analog signal to insert a 1-minute DTV test. The test simulated the impending analog cut-off scheduled for February 17, 2009. The test alerted viewers to take action if they were able to view the on-screen test.

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:
THROUGHOUT THIRD QUARTER 2008, WRZ PROVIDED SPECIAL SECTIONS ON THE WEBSITE ENTITLED DTV UNDERSTANDING, DTV ANSWERS, AND ADDITIONAL DTV WEB LINKS TO EDUCATE THE GENERAL PUBLIC OF THE IMPENDING TRANSITION FROM ANALOG TO DIGITAL BROADCASTING EFFECTIVE FEBRUARY 17, 2009.

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:

ON JULY 9, 2008 AT 10 AM, A WRAZ DTV SPEAKERS BUREAU REPRESENTATIVE ADDRESSED MEMBERS OF THE COMMUNITY AT THE DURHAM EAST REGIONAL LIBRARY.

ON JULY 16, 2008 AT 6 PM, A WRAZ DTV SPEAKERS BUREAU REPRESENTATIVE ADDRESSED MEMBERS OF THE COMMUNITY AT THE DURHAM EAST REGIONAL LIBRARY.

ON AUGUST 12, 2008 AT 2 PM, A WRAZ DTV SPEAKERS BUREAU REPRESENTATIVE ADDRESSED MEMBERS OF THE COMMUNITY AT THE DURHAM SENIOR CENTER.

Community Events

Comments:

Other (describe)

Comments:

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

Comments:

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 MANAGER
Signature THOMAS A. SCHENCK	Date (mm/dd/yyyy) 10/07/2008

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