

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 86430**

**Description: WRAZ(TV) DTV QUARTERLY ACTIVITY STATION REPORT - 4TH  
QUARTER 2008**

**Application Reference Number: 20090108AJJ**  
**Successfully filed at Jan 8 2009 3:40PM**

**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>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -20090108AJJ	
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: 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	296
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.	32

PSAs	
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	103
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	
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	99
Comments: DURING FOURTH QUARTER 2008, WRAZ AIRED A 30-MINUTE PROGRAM ENTITLED "DTV 411" IN VARIOUS TIME PERIODS. THIS PROGRAM WAS PRODUCED BY THE NORTH CAROLINA ASSOCIATION OF BROADCASTERS TO EXPLAIN THE IMPENDING DIGITAL TRANSITION ON FEBRUARY 17, 2009. THE PROGRAM EXPLAINS IN DETAIL DIGITAL TECHNOLOGY AND ITS BENEFITS. IT ALSO SHOWS WHICH VIEWERS ARE AFFECTED BY THE CHANGE AND WHAT THEY NEED TO DO TO CONTINUE RECEIVING THEIR TELEVISION SIGNAL AFTER FEBRUARY 17, 2009.	

**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
52	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: BEGINNING ON NOVEMBER 10, 2008, THE STATION BEGAN THE 100-DAY COUNTDOWN ON THE AIR IN COMPLIANCE WITH FCC REQUIREMENTS.	

**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: ON OCTOBER 17, 2008 AT 3:39PM AND ON NOVEMBER 17, 2008 AT 6:17PM, WRAZ 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.

ON DECEMBER 17, 2008 AT 6:27PM, WRAZ INTERRUPTED REGULAR PROGRAMMING ON ITS ANALOG SIGNAL TO INSERT A 2-MINUTE DTV TEST. THIS TEST WAS PERFORMED AS PART OF A STATEWIDE EFFORT WITH ALL TELEVISION STATIONS BROADCASTING THE TEST SIMULTANEOUSLY. 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. VIEWERS WERE GIVEN THE STATION'S TELEPHONE NUMBER TO CALL IN IMMEDIATELY WITH QUESTIONS OR CONCERNS. WRAZ ENGINEERS WERE ON-HAND TO ANSWER VIEWER CALLS.

<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:  
THROUGHOUT FOURTH QUARTER 2008, WRAZ 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.

<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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.	

<input type="checkbox"/> Speaking Engagements
Comments:

<input type="checkbox"/> Community Events
Comments:

<input type="checkbox"/> 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:
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<b>Station Certification</b>	
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) 01/07/2009

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).

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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-PER, 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](mailto: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.

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