

Federal Communications Commission

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**Description: WRAZ DTV QUARTERLY ACTIVITY STATION REPORT - 1ST
QUARTER 2009**

Application Reference Number: 20090409ADW
Successfully filed at Apr 9 2009 12:09PM

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 (February 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090409ADW	
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 (FAYETVLE)		World Wide Web Home Page Address WWW.MYFOXRaleigh.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: 03/31/2009					
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	197
Total 5:00 a.m. to 1:00 a.m. CSTs	288
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	28
Total 6:00 a.m. to 9:00 a.m. CSTs	84
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	99
Total 6:00 p.m. to 11:35 p.m. CSTs	84
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
<p>Comments:</p> <p>DURING THE FIRST QUARTER 2009, WRAZ MET ALL REQUIREMENTS WITH RESPECT TO REQUIRED TOTAL CSTS AND REQUIRED PSAS AND CSTS DURING PRIMETIME HOURS. HOWEVER, DUE IN PART TO CONFUSION REGARDING ONGOING CONSUMER EDUCATION REQUIREMENTS IN THE WAKE OF THE STATUTORY DELAY OF THE DTV TRANSITION IN EARLY FEBRUARY 2009, THE STATION AIRED SLIGHTLY FEWER THAN 208 TOTAL PSAS DURING THE QUARTER (197 TOTAL). NONETHELESS, WRAZ SUBMITS THAT IT SUBSTANTIALLY COMPLIED WITH THE CONSUMER EDUCATION REQUIREMENTS FOR THE QUARTER. INDEED, WRAZ RAN A 30-MINUTE DTV-RELATED INFORMATIONAL PROGRAM 27 TIMES DURING THE QUARTER (FOR A TOTAL OF 13.5 HOURS OF DTV-RELATED EDUCATIONAL INFORMATION), WHICH FAR EXCEEDS THE REQUIRED NUMBER AND SUBSTANTIALLY ENHANCED THE STATION'S CONSUMER EDUCATION CAMPAIGN IN A WAY THAT NO 30-SECOND PSA COULD. THUS ON A COMPARATIVE BASIS, WRAZ WAS DEFICIENT BY LESS THAN 7 MINUTES' WORTH OF PSAS BUT AIRED MORE THAN 13 HOURS OF ADDITIONAL DTV-RELATED EDUCATIONAL INFORMATION DURING THE QUARTER. ON BALANCE, THEREFORE, THE STATION MORE THAN COMPLIED WITH THE SPIRIT OF THE COMMISSION'S DTV CONSUMER EDUCATION REQUIREMENTS.</p> <p>MOREOVER, WRAZ'S PARENT COMPANY, CAPITOL BROADCASTING COMPANY, INC., HAS BEEN IN THE VANGUARD OF THE DIGITAL TELEVISION REVOLUTION SINCE ITS INCEPTION, AND HAS ARGUABLY DONE MORE THAN ANY BROADCASTER IN THE COUNTRY TO FORWARD THE DTV CONSUMER EDUCATION INITIATIVE, INCLUDING THE VOLUNTARY PARTICIPATION IN THE FIRST DTV TRANSITION TEST MARKET IN WILMINGTON, NORTH CAROLINA, VOLUNTARY PARTICIPATION IN STATEWIDE "SOFT" TESTS, AND SPEAKING ENGAGEMENTS IN THE COMMUNITY.</p> <p>FINALLY, WRAZ HAS COMMITTED TO MAKING UP THE 11 PSA DEFICIENCY IN SECOND QUARTER 2009, WHICH IS ARGUABLY THE MORE IMPORTANT PERIOD IN LIGHT OF THE BUILD-UP TO THE DTV TRANSITION ON JUNE 12, 2009.</p> <p>FOR THESE REASONS, THE STATION SUBMITS THAT IT HAS SUBSTANTIALLY COMPLIED WITH THE COMMISSION'S DTV CONSUMER EDUCATION REQUIREMENTS FOR FIRST QUARTER 2009.</p>	

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 June 12, 2009.	
Total number of 30 Minute Informational Programs	27
<p>Comments:</p> <p>WRAZ WILL RUN AN ADDITIONAL 30 MINUTE VIDEO AFTER APRIL 1, 2009 AND PRIOR TO JUNE 12, 2009.</p>	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
0	Graphic Displays
35	Animated Graphics

