

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 452551

Description: WGRZ-DT BUFFALO DTV EDUCATION REPORT (3RD QUARTER)
Application Reference Number: 20081006AHB
Successfully filed at Oct 6 2008 5:07PM

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
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20081006AHB
Licensee MULTIMEDIA ENTERTAINMENT, INC.		
Call Sign WGRZ-TV	Facility Id 64547	Previous Call Sign (if applicable)
Community of License		
City BUFFALO	State NY	County ERIE
		Zip Code 14202 -
Nielsen DMA BUFFALO	World Wide Web Home Page Address WWW.WGRZ.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	2	
<input checked="" type="checkbox"/> Digital	33	
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	205
Total 5:00 a.m. to 1:00 a.m. CSTs	411
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	12
Total 6:00 a.m. to 9:00 a.m. CSTs	12
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	72

Total 6:00 p.m. to 11:35 p.m. CSTs	76
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: ON NBC WEATHER PLUS (WGRZ-DT CHANNEL 2-2), WGRZ AIRED THE FOLLOWING :30 DTV-RELATED PSAS: 5:00AM-1:00AM: 1,094 :30'S; 6:00AM-9:00AM: 168 :30'S; AND 6:00PM-11:35PM: 198 :30'S.	

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: ON SUNDAY, AUGUST 24, WGRZ AIRED "COUNTDOWN TO DTV: ARE YOU READY" FROM 3:30-4:00 A.M.	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE FOLLOWING NEWS REPORTS AIRED ON WGRZ: 7/1/08 : DTV CONVERTER BOX COUPONS STORY @ 5P AND 6P 7/14/08: DTV INFORMATION TENT @ TASTE OF BUFFALO @ 5P AND 6P 7/15/08: DTV COUPON PROBLEMS/RESOURCE HELP @ 5PM 7/18/08: COMMERCE SECRETARY ANSWERS DTV QUESTIONS @ 5:30PM 7/18/08: COMMERCE SECRETARY TALKS ABOUT CHANGEOVER @ 6PM 7/18/08: 7 MONTHS 'TIL SWITCH/VIEWERS HAVE CONCERNS @ 5:30PM 7/23/08: VIEWERS ASK QUESTIONS ON SWITCH @ 6PM 8/5/08: DTV VIEWER QUESTIONS @ 6PM 9/9/08: WILMINGTON, 1ST MARKET TO TEST DTV ON DAYBREAK	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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: WGRZ HAS A LINK ON OUR WEBSITE UNDER POPULAR FEATURES TO THE DTV TRANSITION	

GUIDE: [HTTP://WWW.WGRZ.COM/LIFE/DTV/DEFAULT.ASPX](http://www.wgrz.com/life/dtv/default.aspx)

AT THE BOTTOM OF THIS PAGE WE HAVE SOME DTV-RELATED LINKS:

WGRZ'S FORM 388 DTV QTRLY. ACTIVITY REPORT:
[HTTP://DOWNLOAD.GANNETT.EDGESUITE.NET/WGRZ/NEWS/FCCFORM388RETRIEVE.PDF](http://download.gannett.edgesuite.net/wgrz/news/fccform388retrieve.pdf)

ADVANCED TELEVISION SYSTEMS COMMITTEE: [HTTP://WWW.ATSC.ORG/](http://www.atsc.org/)

NAB: [HTTP://WWW.NAB.ORG/AM/TEMPLATE.CFM?SECTION=HOME](http://www.nab.org/am/template.cfm?section=home)

THE FCC'S DIGITAL TELEVISION PAGE: [HTTP://WWW.FCC.GOV/DTV/](http://www.fcc.gov/dtv/)

WE ALSO HAVE A FEW STORIES ON OUR WEBSITE RELATED TO THE DTV TRANSITION:

CREATED JULY 25, 2008: YOUR DTV QUESTIONS ANSWERED
[HTTP://WWW.WGRZ.COM/NEWS/LOCAL/STORY.ASPX?STORYID=59564](http://www.wgrz.com/news/local/story.aspx?storyid=59564)

CREATED JULY 18, 2008: ASK YOUR DTV TRANSITION QUESTIONS
[HTTP://WWW.WGRZ.COM/NEWS/LOCAL/STORY.ASPX?STORYID=59281](http://www.wgrz.com/news/local/story.aspx?storyid=59281)

CREATED JUNE 28, 2008: BBB WARNS CONSUMERS ABOUT DTV SCAM:
[HTTP://WWW.WGRZ.COM/NEWS/LOCAL/STORY.ASPX?STORYID=58965](http://www.wgrz.com/news/local/story.aspx?storyid=58965)

CREATED ON FEBRUARY 19, 2008, "DTV CONVERSION PAINS": [HTTP://WWW.WGRZ.COM/NEWS/NEWS_ARTICLE.ASPX?STORYID=55550](http://www.wgrz.com/news/news_article.aspx?storyid=55550)

CREATED ON FEBRUARY 9, 2006, "DTV BILL SIGNED INTO LAW"
[HTTP://WWW.WGRZ.COM/NEWS/NEWS_ARTICLE.ASPX?STORYID=35241](http://www.wgrz.com/news/news_article.aspx?storyid=35241)

WE HAVE A LINK TO THE FOLLOWING WEBSITE (DTV ANSWERS: AN INITIATIVE OF THE NATIONAL ASSOCIATION OF BROADCASTERS): [HTTP://WWW.DTVANSWERS.COM/](http://www.dtvanswers.com/)

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 THURSDAY, JULY 31, 2008 AT 10:30AM: JIM TOELLNER HAD A SPEAKING ENGAGEMENT AT THE JEWISH COMMUNITY CENTER IN AMHERST REGARDING THE DTV TRANSITION.

Community Events

Comments:
 SATURDAY, JULY 12 (11AM-9PM & SUNDAY, JULY 13, 2008 (11AM-7PM): WGRZ STAFF , INCLUDING ON-AIR TALENT AND MEMBERS OF OUR ENGINEERING DEPT., WERE PRESENT AT THE 25TH ANNUAL TASTE OF BUFFALO, A TWO-DAY FOOD FESTIVAL. IN ANTICIPATION OF THE 2009 SWITCH TO DIGITAL TV, LOCAL NEWS STATIONS WERE SPONSORING "A TASTE OF DTV". WORKING IN CONJUNCTION WITH THE NEW YORK STATE BROADCASTERS ASSOCIATION, WUTV, WNYO, WGRZ, WIVB AND WKBW WERE UNDER THE SAME ROOF FOR THE FIRST TIME IN EVENT HISTORY, EDUCATING VIEWERS ABOUT DIGITAL TV. CROWD GOERS COULD LEARN ABOUT THE SWITCH FROM ANALOG TO DIGITAL, ABOUT DTV AND HIGH-DEFINITION, AND PICK UP INFORMATION (BROCHURES, PAMPHLETS) FROM BROADCAST PROFESSIONALS.

WEDNESDAY, AUGUST 6: AUTUMN LEWANDOWSKI, METEOROLOGIST, TALKED TO VIEWERS ABOUT THE COUPONS AND THE CONVERTER BOX AT THE KIDS ESCAPING DRUGS/CHANNEL 2 BOOTH AT THE ERIE COUNTY FAIR

Other (describe)

Comments:
 SATURDAY, JULY 5, 2:30-3:00PM: A REPEAT OF THE JUNE 30, 2008 AIRING OF "PUBLIC REPORT" ON WNYB-TV. JIM TOELLNER AND BOOMER CONNELL WERE GUESTS ON THIS PUBLIC AFFAIRS PROGRAM DISCUSSING THE DTV

TRANSITION. THEY EXPLAINED WHAT IS TAKING PLACE IN FEBRUARY 2009 AND WHY IT IS HAPPENING. THEY TALKED ABOUT WHAT VIEWERS NEED TO DO TO CONTINUE TO BE ABLE TO WATCH LOCAL TELEVISION STATIONS AFTER THE TRANSITION DATE. THEY ALSO PROVIDED THE DTV WEBSITE AND THE 800# WHERE PEOPLE COULD GET MORE INFORMATION.

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 SECRETARY
Signature TODD A. MAYMAN	Date (mm/dd/yyyy) 10/06/2008

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