

Federal Communications Commission

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**Description: WRAL-TV DTV QUARTERLY ACTIVITY STATION REPORT - 3RD QUARTER
2008**

Application Reference Number: 20081007ABR
Successfully filed at Oct 7 2008 11:14AM

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. -20081007ABR	
Licensee CAPITOL BROADCASTING COMPANY, INC.					
Call Sign WRAL-TV		Facility Id 8688		Previous Call Sign (if applicable)	
Community of License					
City	State	County		Zip Code	
RALEIGH	NC	WAKE		27605 -	
Nielsen DMA RALEIGH-DURHAM (FAYETVLL)		World Wide Web Home Page Address WWW.WRAL.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	5				
<input checked="" type="checkbox"/> Digital	53				
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	246
Total 5:00 a.m. to 1:00 a.m. CSTs	228
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	0

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	61
Total 6:00 p.m. to 11:35 p.m. CSTs	69
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
Comments: PROGRAM PREVIOUSLY AIRED APRIL 19, 2008 ON WRAL-TV.	

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: WRAL-TV'S CONSUMER UNIT HAS COMMITTED TO ROUTINE REPORTS ON DTV AND THE UPCOMING TRANSITION. THESE STORIES AIR IN WRAL'S EARLY EVENING NEWS, WHICH IS SEEN BY THOUSANDS OF VIEWERS THROUGHOUT THE MARKET. THIS QUARTER, THE FOLLOWING STORIES HAVE AIRED IN WRAL'S NEWS: 9/17 - DTV SOFT TEST* (SEE FURTHER EXPLANATION BELOW) 9/18 - DTV SOFT TEST FOLLOW-UP - SATELLITE VIEWERS 9/24 - DTV COUPON PROBLEM 9/26 - DTV SIGNAL DECLINE (EXPLAINING TEMPORARY SIGNAL PROBLEMS DIGITAL VIEWERS WILL HAVE BECAUSE WE ARE BROADCASTING FROM AN AUXILIARY ANTENNA STARTING 9/29-SEE DETAILED EXPLANATION IN 'COMMENTS' BOX.) 9/29 - DTV SIGNAL DECLINE 9/30 - CONSUMER REPORTS CONVERTER BOX REVIEW	

EXPLANATION OF 'SOFT TEST' ON WRAL-TV:

WRAL-TV, ALONG WITH MOST OTHER STATIONS ACROSS NORTH CAROLINA, PARTICIPATED IN A ONE-MINUTE "SOFT TEST" WHERE VIEWERS WATCHING OUR ANALOG SIGNAL WERE INFORMED THAT THEIR TV SETS WERE NOT YET DIGITAL READY. THIS TEST TOOK PLACE IN WRAL'S 6PM NEWSCAST ON SEPTEMBER 17, 2008 AND GENERATED MORE THAN 50 RESPONSES FROM VIEWERS WHO SAW THE WARNING MESSAGE. WRAL NEWS FOLLOWED UP WITH A STORY ABOUT THE TWO MAJOR SATELLITE COMPANIES AND WHEN THEY PLAN TO RECEIVE WRAL'S DIGITAL SIGNAL INSTEAD OF THE ANALOG.

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:
THE SPECIAL DTV SECTION ON WRAL.COM INCLUDES A 'STEP BY STEP' INFORMATIONAL DTV CONVERSION OVERVIEW, RELEVANT DTV RESOURCE LINKS, AND A FREQUENTLY ASKED QUESTIONS SECTION.

IN ADDITION TO GENERATING REGULAR MAIL REQUESTS FROM CITIZENS WITHOUT INTERNET, WRAL'S DTV PSAS AND NEWS STORIES ALSO INCLUDED REFERENCES TO THE SPECIAL DTV SECTION ON THE WRAL.COM WEBSITE. VIEWERS WERE ASKED TO USE THE KEYWORD TERM "DTV" TO FIND THE SECTION. FOR THE MONTHS OF JULY, AUGUST AND SEPTEMBER -- 15,689 SEARCHES ON WRAL.COM WERE LOGGED FOR THE TERM "DTV". IT'S CLEAR THAT TELEVISION IS EXTREMELY POWERFUL IN PUSHING USERS TO THE INTERNET.

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:
WRAL AND CAPITOL BROADCASTING COMPANY REPRESENTATIVES ARE TAKING PART IN THE NAB'S SPEAKER'S BUREAU PROGRAM FOR DTV AWARENESS. WE ARE ALSO RESPONDING TO REQUESTS GENERATED LOCALLY. SO FAR THIS YEAR CBC REPS HAVE SPOKEN TO THE TRIANGLE J COUNCIL OF GOVERNMENTS, LOCAL ROTARY CLUBS, NEW HANOVER COUNTY COMMUNITY ACTION GROUP. AND A CIVITAN GROUP.

THIS QUARTER, WRAL'S CHIEF ENGINEER PARTICIPATED IN 'DTV EDUCATION DAY' AT INDEPENDENCE MALL IN WILMINGTON, NC. HE AND OTHERS WERE ON-SITE TO ANSWER THE PUBLIC'S QUESTIONS ABOUT THE DTV CONVERSION.

Community Events

Comments:
WRAL PRODUCED AND DISTRIBUTED DTV INFORMATIONAL FLYERS AT NUMEROUS STATION OUTREACH EVENTS. THIS QUARTER, FLYERS WERE GIVEN TO INDIVIDUALS ATTENDING THE FAYETTEVILLE INTERNATIONAL FOLK FESTIVAL (SEPT), AN ANNUAL COMMUNITY EVENT IN FAYETTEVILLE NC. ALSO, THE STATION DISTRIBUTED FLYERS AND AIRED DTV PSAS ON A PLASMA TV SCREEN AT RALEIGH WIDE OPEN (SEPT), A WELL-ATTENDED COMMUNITY-WIDE EVENT HELD ANNUALLY IN DOWNTOWN RALEIGH NC.

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:
ON SEPTEMBER 29, STATION ENGINEERS MOVED WRAL-DT'S DIGITAL SIGNAL TO AN AUTHORIZED AUXILIARY ANTENNA TO ALLOW TOWER CREWS TO BEGIN WORK TO CHANGE OUR DIGITAL CHANNEL. FROM FRIDAY, SEPTEMBER 26 THROUGH WEDNESDAY, OCTOBER 1 -- WRAL RAN INFORMATIONAL CRAWLS ALERTING VIEWERS THAT THEY MIGHT

SEE CHANGES IN THE DIGITAL SIGNAL. THESE CRAWLS RAN APPROXIMATELY TWELVE TIMES EACH DAY DURING THE TIMESPAN ON OUR ANALOG AND DIGITAL CHANNELS.

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 COUNSEL
Signature TERESA C. ARTIS	Date (mm/dd/yyyy) 10/07/2008

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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