

Federal Communications Commission

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Account number: 822931

Description: KCRA-TV 3Q 2008

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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. -20081009AAI	
Licensee HEARST-ARGYLE STATIONS, INC.					
Call Sign KCRA-TV		Facility Id 33875		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SACRAMENTO		CA	SACRAMENTO		95814 -
Nielsen DMA SACRAMENTO-STKTON-MODESTO		World Wide Web Home Page Address WWW.KCRA.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	3				
<input checked="" type="checkbox"/> Digital	35				
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	352
Total 5:00 a.m. to 1:00 a.m. CSTs	390
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	45
Total 6:00 a.m. to 9:00 a.m. CSTs	262
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	139
Total 6:00 p.m. to 11:35 p.m. CSTs	62
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>KCRA AIRED A COMBINATION OF LOCALLY PRODUCED :30-SECOND DTV PSA SPOTS AND :30-SECOND DTV PSAS FROM THE NAB. THE LOCAL DTV PSA IS HOSTED BY NEWS ANCHORS DAVE WALKER AND EDIE LAMBERT. THIS SPOT PROMOTES THE UPCOMING DTV TRANSITION DATE, ADVISES VIEWERS THAT THEY MAY NOT BE ABLE TO RECEIVE A SIGNAL AFTER 2/17/09 UNLESS THEY TAKE CERTAIN STEPS, AND SENDS THE VIEWER TO KCRA.COM FOR MORE INFORMATION.</p> <p>CRAWL AND TICKER: THE DTV CRAWL AIRS MONDAY-FRIDAY IN THE 6:30PM NEWSCAST. THE TICKER AIRS MONDAY-FRIDAY IN THE MORNING NEWS FROM 6-7AM AND DURING THE LOCAL CUTAWAY POSITIONS INSIDE "THE TODAY SHOW," 7-9AM.</p> <p>THE TEXT OF THE TICKER AND CRAWL IS: "ON FEBRUARY 17, 2009, FULL-POWER ANALOG BROADCASTING WILL END AND ANALOG ONLY TELEVISIONS MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A CONVERTER BOX. ANALOG-ONLY TV'S SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCR'S, DVD PLAYERS, AND SIMILAR PRODUCTS. VIEWERS MAY GET MORE INFORMATION BY LOGGING ON TO WWW.KCRA.COM OR BY CALLING 1-888-DTV-2009."</p> <p>WEATHER PLUS DIGITAL CHANNEL: 369 ADDITIONAL DTV PSA TRANSITION SPOTS AIRED ON OUR WEATHER PLUS DIGITAL CHANNEL ON COMCAST CABLE. 305 PSA'S AIRED BETWEEN 5AM-1AM AND THE REMAINING 64 AIRED BETWEEN 1-5AM.</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 February 17, 2009.

Total number of 30 Minute Informational Programs	5
<p>Comments:</p> <p>"THE DIGITAL TRANSITION" IS A HALF-HOUR SPECIAL PRODUCED BY KCRA NEWS TO HELP PREPARE VIEWERS FOR THE CONVERSION FROM ANALOG TO DIGITAL TELEVISION SCHEDULED FOR FEBRUARY 17, 2009 AT MIDNIGHT. THE SPECIAL EXPLAINS WHAT IT IS, THE HISTORY BEHIND THE SWITCH AND WHAT VIEWERS NEED TO DO TO GET READY FOR THE CHANGE. "THE DIGITAL TRANSITION" SPECIAL INCLUDES TIPS ON HOW TO BUY AND INSTALL CONVERTER BOXES, A TELEPHONE NUMBER FOR VIEWERS TO CALL IS PROVIDED AND WE ADVISE VIEWERS MORE INFORMATION IS AVAILABLE AT KCRA.COM/DTV.</p> <p>"THE DIGITAL TRANSITION" AIRED ON THE FOLLOWING DATES: SUNDAY, JULY 20, 630-7PM SATURDAY, AUGSUT 30, 630-7PM SUNDAY, SEPTEMBER 21, 3-330PM</p> <p>NAB DTV SPECIAL, "COUNTDOWN TO DTV: ARE YOU READY?" AIRED ON SATURDAY, JULY 26, 11-1130AM</p> <p>KCRA 3 REPORTS @ 630PM ON WEDNESDAY, SEPTEMBER 24, KCRA 3 NEWS DEVOTED THE ENTIRE 6:30-7PM NEWSCAST TO THE DIGITAL TRANSITION, INCLUDING THE REASON WHY THE TRANSITION WAS OCCURRING, A LOOK AT THE FIRST CITY IN THE U.S. MAKING THE SWITCH, AND AN ACTUAL TEST FOR VIEWERS TO CHECK IF THEIR TELEVISION SETS ARE READY TO RECEIVE A DIGITAL SIGNAL AFTER THE SWITCH TO DIGITAL TELEVISION. AT A DESIGNATED TIME DURING THE BROADCAST, VIEWERS SAW EITHER A "PASS" OR "FAILED" GRAPHIC ON THEIR TELEVISION SCREEN. THIS TEST ALSO BROUGHT TO LIGHT AN ISSUE ON OUR END WHICH WE CORRECTED IMMEDIATELY. WE HAD SENT THE FAILED GRAPHIC TO COMCAST AND SURE WEST CABLE VIA OUR FIBER CONNECTION TO THEM. THIS CAUSED THEIR SUBSCRIBERS TO RECEIVE THE FAILED GRAPHIC WHEN INDEED THEY SHOULD HAVE RECEIVED THE PASSED GRAPHIC. FOLLOWING THE 30 SECOND TEST, A TEAM OF SEVEN TELEVISION EXPERTS WERE ON HAND TO ANSWER VIEWER QUESTIONS ABOUT THE DIGITAL TRANSITION AND THE TEST. SIMILAR TESTS WILL AIR AGAIN IN OCTOBER 2008, DECEMBER 2008 AND JANUARY 2009. .</p>	

100-Day Countdown Eligible Pieces - Last Quarter

<p>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?</p>	
0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
<p>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.</p>	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:

DURING THE 3RD QUARTER OF 2008, KCRA AIRED THE FOLLOWING DTV TRANSITION RELATED LOCAL NEWS STORIES.

AUGUST 22:

5AM NEWS

LENGTH: 46-SECONDS

THE U.S. DEPARTMENT OF COMMERCE SECRETARY CARLOS GUTIERREZ ON THE NEWSCAST TALKING ABOUT THE DIGITAL SWITCH, ANSWERING QUESTIONS ABOUT THE CONVERTER BOX, VIEWERS WHO USE AN ANTENNA OR RABBIT EARS, COUPONS, ETC.

SEPTEMBER 21:

11PM NEWSCAST

LENGTH: 2 MINUTES, 17-SECONDS

STORY ABOUT THE FIRST TELEVISION MARKET IN THE COUNTRY TO MAKE THE SWITCH TO DIGITAL ONLY BROADCASTING.

SEPTEMBER 21 AND 22:

4:30AM, 5AM, 6AM, 12PM, 5PM, 6PM, 630PM AND 11PM NEWSCASTS:

LENGTH: :40-SECONDS TO 3 MINUTES

IF YOU PLAN TO GO DIGITAL THROUGH A CONVERTER BOX, DO YOU KNOW HOW TO CONNECT IT TO YOUR VCR OR DVD PLAYER? WE SHOW YOU HOW.

SEPTEMBER 23:

4:30AM, 5AM, 6AM, 12PM, 5PM, 6PM, AND 11PM NEWSCASTS:

LENGTH: 26-SECONDS TO 3 MINUTES

WE TALK TO VIEWERS TO SEE HOW MANY PEOPLE ACTUALLY KNOW ABOUT THE TRANSITION TO DIGITAL TELEVISION.

SEPTEMBER 24:

5AM, 12PM, 5PM, 6PM, 6:30PM NEWSCASTS:

LENGTH: 31-SECONDS TO 3 MINUTE

TO FIND OUT IF YOUR TV IS READY FOR THE SWITCH, KCRA PROMOTED THE SIMULATED SHUTDOWN COMING UP TODAY DURING THE 6:30PM NEWSCAST. IF YOUR TV IS READY, YOU'LL SEE A GREEN PASS SCREEN, BUT IF YOU'RE NOT GETTING THE SIGNAL, YOU'LL SEE A RED FAIL SCREEN.

SEPTEMBER 24:

6:30-7PM NEWS

LENGTH: 16 MINUTES AND 30-SECONDS

TO FIND OUT IF YOUR TV IS READY FOR THE SWITCH, KCRA SIMULATED THE SHUTDOWN FOR 30 SECONDS DURING THIS NEWSCAST. OTHER DTV STORIES AIRED LEADING UP TO THE TEST AND A GROUP OF TELEVISION EXPERTS WERE ON HAND TO ANSWER CALLS FROM VIEWER REGARDING QUESTIONS THEY HAD ABOUT THE 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:

THE DTV COUNTDOWN CLOCK IS POSTED ON THE FRONT PAGE OF OUR WEBSITE. BY CLICKING ON THE COUNTDOWN TV SET A WEBSITE VISITOR WILL BE DIRECTED TO THE DIGITAL PAGE FOR MORE INFORMATION. IN ADDITION TO THE DIGITAL PAGE, KCRA CALL 3 PROBLEM SOLVERS, THE CONSUMER ASSISTANCE INFORMATION PAGE, INCLUDES DTV TRANSITION INFORMATION AS WELL.

BOTH PAGES INCLUDE THE FOLLOWING DTV TRANSITION INFORMATION:

- DTV COUNTDOWN CLOCK
- DIGITAL TRANSITION FAQ
- WILL I NEED A NEW TV?
- HOW DO I KNOW IF I HAVE AN ANALOG OR DIGITAL TV?
- DO I NEED A SPECIAL ANTENNA TO RECEIVE DIGITAL TELEVISION?
- WILL I BE ABLE TO USE MY EXISTING VCR?
- HOW IS DTV DIFFERENT THAN THE CURRENT TV?
- WHERE CAN I PURCHASE A DTV CONVERTER BOX?
- WHEN CAN I GET A COUPON FOR A DTV CONVERTER BOX?
- HOW DO I SIGN UP FOR THE CONVERTER BOX COUPON PROGRAM?
- WHAT DOES HDTV MEAN FOR MY58 VIEWERS?

VIDEO STORY PRESENTATIONS ABOUT DTV ON THE WEBSITE PAGE INCLUDE THE FOLLOWING:

- IS CABLE DTV READY?
- ALL ABOUT THE CONVERTER BOX

CALL 3 CONSUMER HELP PAGE ALSO INCLUDES:

- GLOSSARY OF DT TERMS
- GUIDE TO HDTV
- WHAT IS DTV AND HDTV?

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:

THE CREATIVE SERVICES DIRECTOR SPOKE IN STOCKTON TO A GROUP OF HEALTHCARE PROVIDERS FOR SENIORS AND ASSISTED LIVING. THE GROUP "REGIONAL CONTINUITY OF CARE COUNCIL" HAD ABOUT 45 PEOPLE IN ATTENDANCE. THE DATE WAS SEPTEMBER 9, 2008..

Community Events

Comments:

Other (describe)

Comments:

IN PREPARATION FOR THE FEBRUARY 17, 2009 TRANSITION TO DIGITAL TELEVISION, KCRA 3 CONDUCTED THE SACRAMENTO MARKET'S FIRST DTV TEST FOR VIEWERS TO DETERMINE IF THEIR TELEVISION SETS ARE READY TO RECEIVE A DIGITAL SIGNAL AFTER THE SWITCH TO DIGITAL TELEVISION.

THE 30 SECOND TEST TOOK PLACE ON KCRA 3 ON WEDNESDAY, SEPTEMBER 24, DURING KCRA 3 REPORTS AT 6:30 P.M.

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 PRESIDENT/GENERAL MANAGER
Signature ELLIOTT TROSHINSKY	Date (mm/dd/yyyy) 10/08/2008

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