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November 14, 2008

The Honorable John D. Dingell  
Chairman  
Committee on Energy and Commerce  
United States House of Representatives  
Washington, D.C. 20515-6115

The Honorable Edward J. Markey  
Chairman  
Subcommittee on Telecommunications and the Internet  
Committee on Energy and Commerce  
United States House of Representatives  
Washington, D.C. 20515-6115

Dear Congressmen Dingell and Markey:

We are pleased to enclose the Response Of The ABC Television Affiliates Association (the "Response") to your November 7, 2008, letter (the "Letter") concerning the efforts of affiliates of the ABC Television Network to prepare viewers for the February 17, 2009, digital transition.

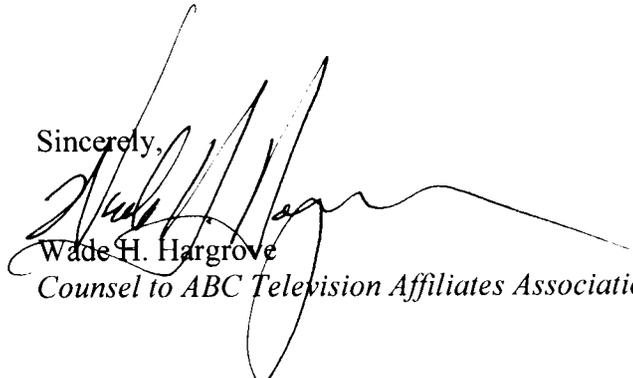
The Association is a non-profit trade association whose members consist of local television stations throughout the country that are affiliated with the ABC Television Network. The Association does not have a full-time staff. Our firm prepared and sent to member stations the survey form contained in Exhibit 1. The enclosed Response summarizes the results of that survey.

The Honorable John D. Dingell  
The Honorable Edward J. Markey  
November 14, 2008  
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Please let us know if we can provide further assistance to you or your staff as the transition date approaches.

With kindest regards,

Sincerely,



Wade H. Hargrove  
*Counsel to ABC Television Affiliates Association*

## RESPONSE OF THE ABC TELEVISION AFFILIATES ASSOCIATION

### I.

#### Preliminary Statement

The extent of the DTV consumer education effort of ABC affiliated stations includes public service announcements (“PSAs”), crawls, snipes and tickers, 30-minute programs, 100-day countdown graphics, news stories, speaking engagements, community events, phone banks, “soft” tests, website tools, and a considerable amount of individualized attention and response to specific viewer questions and circumstances.

The efforts of WCVB-TV, Boston, Massachusetts, are an example of the comprehensive approach stations appear to be taking to educate viewers generally about the transition and, specifically, about the various reception issues highlighted in the Letter. WCVB-TV was one of five television stations recognized by *TV Week* on April 13, 2008, for its “extraordinary” DTV consumer education efforts. The station reports:

“For those viewers without internet access, WCVB is already actively engaged in a DTV education program far exceeding the requirements for PSAs, on-air crawls, and quarterly ½-hour PSA specials, and newscast stories including several DTV focus weeks. In addition, for the past year WCVB conducted face-to-face events and seminars held at WCVB facilities and off-site at various organization meetings with a goal of building a team of properly trained ‘field evangelists.’ WCVB plans to further ramp-up all aspects of its aggressive DTV education campaign as the transition date approaches. . . . WCVB directly deals with viewers both via e-mail and telephone with the intent of replying to every single viewer question. Based upon these contacts, WCVB management assembled the most frequently asked questions and will address these on its ½-hour PSA programs and are already addressing them on its ½-hour video webcasts, which use graphics to explain the more complicated issues such as antennas and fringe area coverage. The challenges are many and the answers are not always simple, particularly with antennas.”

Not all reception problems—whatever their source—can be predicted or handled in advance by television stations or viewers. One ABC affiliate who has already completed its transition to digital and ceased its analog broadcasting offered the following observations:

“A digital signal cannot be displayed unless the supporting data stream, delivered along with the signal via technology called PSIP, has all data accurate and needed, and the receiver is reading it properly. Certain specialized digital receivers, such as the digital receiver in the DVR box provided by DirecTV satellite company,

rely on third-party data suppliers to ‘match’ the receiver to the signal being broadcast. We found that DirecTV’s data provider, Tribune Media Services, did not have the latest information about [our] signal in its system. We had a number of viewers using this system who did not get our signal, until, after about 10 days, we isolated the problem and advised Tribune to adjust/update its systems. It was a problem we never even knew could exist prior to effecting the transition.”

The approach reported by WTAE-TV, Pittsburgh, Pennsylvania, demonstrates typical station sensitivity to changing viewer needs. WTAE-TV’s approach is one that involves not only “proactively engaging” viewers to inform them of the transition and steps they need to take now to prepare for it, but also participation in market-wide and state-wide “soft” tests to gauge consumer response within the station’s viewing area. Based on viewer response, WTAE-TV plans specific action to adjust its on-air campaign to address specific viewer concerns. In other words, because most of the reception issues viewers will actually experience in the immediate wake of the transition cannot be addressed on a “theoretical” basis, the station reports that it is conducting “tests” to assist viewers with various reception issues anticipated with the transition.

ABC affiliate WWAY, Wilmington, North Carolina, which participated in Wilmington’s early transition to digital, recommends that stations provide the following consumer information in advance of the transition:

- How to hook up a converter box.
- How and when to program the converter boxes.
- Confirm the type of antenna needed to receive the signal.
- Encourage viewers not to wait until the last minute to connect their converter box.

Various ABC affiliates have reported their use of multi-media campaigns that have either already begun or will begin in the coming weeks. By using station Internet websites, in-market radio stations, billboards, and print media, stations are enlisting and plan to continue to use these other forms of media to reach “lost” viewers and encourage them to contact individual stations, broadcaster phone banks, and “help lines” to secure one-on-one assistance to work through various reception issues, including those referenced in the Letter.

Member stations suggest that support from consumer electronics retailers at the point of purchase of digital television sets, converter boxes, and antennas would assist viewers in understanding these important aspects of the transition and how to continue to receive over-the-air signals. ABC affiliate WHOI, Peoria, Illinois, specifically observed that the “television station itself will help consumers answer as many questions as possible about their reception problems and, depending on the resources available near the consumer, a local television/electronics store or independent contractor may be available to help.” Similarly, KGUN-TV, Tucson, Arizona, notes that “stations and electronics retailers will need to prepare staff to answer questions of signal loss both prior to and after the conversion date.”

Numerous stations report that they routinely send, and plan to continue to send, members of their technical staff out to homes to provide “hands-on” transition-related assistance with converter boxes and antennas and to conduct signal strength tests to help diagnose reception difficulties.

\* \* \*

## II. Questions

### **1. What are your association’s member stations doing, or what, specifically, do they intend to do to let viewers, including viewers without ready access to the Internet, know that they need to re-scan their digital-to-analog converter boxes after February 17, 2009?**

While various member stations have been educating viewers about the necessity to re-scan their digital-to-analog converter boxes, the majority of stations indicate they will focus more on this issue in the final 2-3 months of the transition, and many will place a special emphasis on it in February 2009, just before and after the transition.

Stations report they are engaged in, or intend to become engaged in, the following activities to raise viewer awareness of the need to re-scan.

On-air PSAs, crawls, snipes, tickers, and other graphics specifically address re-scanning issues. A number of stations are of the view that such on-air promotion is best done after the holidays with a greater emphasis as February 18 approaches. By way of one specific example, WVEC, Hampton, VA, is broadcasting a special locally produced program on re-scanning. The program explains that viewers may need an outside antenna and will need to re-scan after each antenna re-orientation. The program advises that viewers will need to re-scan after midnight on February 17, 2009, because some local stations will be switching channels. The program is a half-hour and airs either on Saturday or Sunday afternoons. The program aired 4 times in November and is scheduled to air 13 times between now and February 17, 2009.

Newscast segments at some stations will provide information regarding the need to re-scan and instructions about “how to” re-scan. Live “cut-ins” will be aired by some stations throughout the day on February 17, 2009, to explain to viewers that they will need to re-scan their converter boxes the following day. For example, KATC, Lafayette, Louisiana, has already aired news segments addressing post-transition converter box re-scanning and plans to air multiple news stories throughout the 100-day countdown window reminding viewers of these issues.

Stations have been participating and plan to continue to participate in community events where members of their staff give presentations about converter boxes, including proper installation, scanning, and re-scanning. For example, KRDO-TV, Colorado Springs, Colorado, reports its participation “with the other stations in the market in conducting a series of DTV

question and answer sessions at local libraries, retirement centers and chamber of commerce meetings to get the word out on converter boxes and their use.”

Some stations are using print advertising to explain DTV transition issues, including re-scanning.

“Soft” tests, especially those supported by phone banks, FAQ sessions, and news stories, are also used by stations to educate viewers about the need to re-scan.

Station websites often include information about re-scanning. In addition, current on-air education efforts by many stations include a display of the NAB’s [www.DTVAnswers.com](http://www.DTVAnswers.com) website, which includes prominent features about converter box installment and operation and a webpage devoted to re-scanning (which includes an admonition to re-scan after February 17). Station on-air education efforts also reference the FCC’s own DTV transition website, [www.DTV.gov](http://www.DTV.gov). This website prominently features general information about converter boxes (including converter box installment) and a more specific “troubleshooting guide.” The FCC’s own “troubleshooting guide” (which, according to the webpage, was updated after the Wilmington transition) states, in bold text: “You should perform a channel scan periodically to check whether additional channels have become available.”

Virtually all member stations that responded to the Association’s survey report that they have been responding and plan to continue to respond to telephone and e-mail inquiries from viewers, both on an informal basis and as part of organized DTV “phone banks” to walk viewers through converter box issues including scanning and re-scanning. Some stations are actively soliciting viewers to contact the station with “how to” questions and a number of additional stations plan to do so prior to February 18. Notably, WMDT, Salisbury, Maryland, which transitioned early on September 30, 2008, from analog to all-digital relates its efforts, in relevant part, as follows: “Of most importance was the station’s phone number in our advance publicity. The station pre-trained, and had in place at the time of the transition, a ‘viewer support team’ kept in our studio building and available by phone to 10:30 p.m. to answer calls and guide new digital viewers, whether using new DTV sets or converter boxes, hands-on through the setup and re-scan process. We personally spoke to over 500 viewers over two weeks, some calls lasting a half-hour or more. In cases where additional work was to be done by the viewer, we called back a day or so later to verify that the setup had been accomplished satisfactorily, and that our station was being suitably received.”

**2. If a viewer cannot receive certain local digital signals using a digital-to-analog converter box, how is that viewer supposed to determine that she needs to obtain a new antenna or adjust an existing antenna to correct the problem?**

Stations report that antenna issues, of necessity, must be dealt with on a case-by-case, viewer-by-viewer, station-by-station basis. Whether a particular viewer can solve reception problems by adjusting an existing antenna or by purchasing a new antenna (or by doing something else) will have to be determined individually because each case will depend upon myriad factors, including the location of the viewer vis-à-vis each station’s transmitter site, the height of the viewer’s home, the type of antenna used by the viewer, and whether a station

transmits on a VHF or UHF channel. A substantial number of stations are troubleshooting antenna issues in “real-time” in response to viewer inquiries and are preparing to handle an increase in viewer calls after February 17.

Given the need to address antenna issues effectively on a case-by-case basis, many member stations report that they are and/or will be working with viewers on an individualized basis to walk them through various antenna-related reception issues. These efforts include sending station staff to residences to provide “hands-on” assistance and responding to viewer e-mails and phone calls on both an informal basis and during designated “phone bank” or “help line” operations. For example:

- WHTM-TV, Harrisburg, Pennsylvania, has undertaken “extensive signal testing throughout the Central Pennsylvania region in search of ‘problematic areas’” and has developed a “zone map” to complement the studies. The zone map is posted on the station’s website and it “offers viewers the information they need to diagnose area signal strength issues with accompanying remedies.”
- WMTW, Poland Springs, Maine, describes its efforts as follows: “Based upon the viewers’ proximity to WMTW’s transmission point in West Baldwin, Maine, we would be able to give viewers advice on the re-use or replacement of their current receive antenna. This information is typically conveyed by our website, answers to e-mail, or by conversations via telephone with WMTW’s technical personnel. We also have access to a DTV help line sponsored by the Maine Association of Broadcasters.”
- KITV, Honolulu, Hawaii, and its two satellite stations (KHVO, Hilo, Hawaii, and KMAU, Wailuku, Hawaii) are “conducting real life testing of analog and digital reception throughout the viewing area and will reach out on a local level to those affected.”
- One broadcaster observed: “Viewers will need hands-on help, through phone calls or web-enabled support, to work out issues. Signal weak spots should be known to those helping. . . .”
- WCPO-TV, Cincinnati, Ohio, has suggested to viewers in certain locations that they purchase an outdoor antenna with an optional rotor to be guaranteed a reliable signal. The station publicizes [www.antennaweb.org](http://www.antennaweb.org) to help people with choosing an antenna and to have it oriented in the correct direction.
- KIVI, Nampa, Idaho, reports that it will air a “vignette . . . guiding viewers with options available to them if they are having problems with antennas. The station will provide a call center to work with viewers who call in to advise them on antenna issues.
- WJBF, Augusta, Georgia, reports that “all of the broadcasters in the Augusta market are working together to maintain a phone bank for two weeks to assist

viewers who are having difficulty in receiving off-air digital broadcast signals for our market” following the end of the transition.

- WJXX, Orange Park, Florida, and WZZM, Grand Rapids, Michigan, in attempting to identify key vulnerable areas in the market and prepare news stories and/or segments geared toward viewers in those areas.
- WPMT, York, Pennsylvania, urges viewers to contact the station for suggestions and web resources. Where possible, the station is making house calls to determine if a problem a viewer is experiencing is a local problem or something more related to the station’s signal.
- WSOC-TV, Charlotte, North Carolina, reports that its engineering department is cross-matching zip codes with Longley-Rice data to help suggest the type of antenna needed by certain viewers.

**3. What are your association’s member stations doing, or what, specifically, do they intend to do to let viewers, including viewers without ready access to the Internet, know that they may need to obtain a new antenna or adjust an existing antenna to receive over-the-air signals after February 17, 2009?**

Antenna adjustments will be an issue in markets where stations are changing transmission sites. Also, new antennas may be necessary to receive stations that are switching from VHF to UHF channels or vice versa. Member stations report participating in a variety of activities designed to educate consumers about transition-related antenna issues. For example:

- Various stations are participating in single-station, market-wide, and state-wide “soft” DTV transition “tests” to help viewers ascertain what, if anything, they need to adjust or secure a new antenna to ensure continued reception on-air. Many of the tests are supported by phone banks, FAQ sessions, and news stories, which help to educate viewers about antenna issues. For example, KIVI, Nampa, Idaho, reports its “soft test” DTV antenna education as follows: “We did a soft analog shutdown in September in the 6:30 pm half hour and devoted the majority of the half hour news block to the conversion to digital and addressed potential antenna issues. . . . We have another analog shutdown scheduled in January and another 6:30 pm time slot devoted to the transition and the antenna issue will be part of the news half hour.”
- Stations have been and plan to continue participating in community events with presentations on antenna issues. Some of these events are general audience events and some are targeted to segments of the community that may need extra assistance. For example:
  - WVEC, Hampton, Virginia, prepared a 5-minute loop tape explaining re-scanning and antenna orientation that aired at several area festivals.

- WLOX, Biloxi, Mississippi, has scheduled a public event with an antenna retailer for February 4, 2009, where it will invite the public to see what antennas are available and which ones are needed for their location. The station will publicize the event with live news shots from the locations and include news segments where the station's Chief Engineer will discuss these issues. A 30-minute call-in show is scheduled for December 14.
- Stations are using newscast segments to educate viewers about the potential need to re-aim, relocate, or replace their antennas. For example:
  - KATC, Lafayette, Louisiana, has aired news segments addressing post-transition antenna issues and plans to air multiple news stories throughout the 100-day countdown window reminding viewers of these issues.
  - KATU, Portland, Oregon, states: "We have been doing informational interviews within our newscasts to state the importance of having UHF/VHF combination antennas in our area. We have also talked about the issues with adjusting the antenna when one or more of the stations cannot be received. We have talked about multi-path (ghosting) issues, and the cliff effect when tuning in the new digital stations, and that minor rotation or movement of the antennas can eliminate the multi-path issues."
  - WAOW-TV, Wausau, Wisconsin, airs a "DTV Report" segment on an ongoing basis and plans to include antenna information in upcoming reports.
- Stations whose post-transition facilities involve a VHF-UHF change or a geographic change are using DTV education PSAs, crawls, snipes, and tickers to address antenna issues. For example:
  - KTVO, Kirksville, Missouri, has notified viewers on air that the station is moving from analog VHF channel 3 to digital UHF channel 33, and a new UHF antenna will be needed for continued reception of the station's off-air signal.
  - KATV, Little Rock, Arkansas, whose transmission facility will be in a new location collocated with other broadcasters in the market, reports that it will broadcast information to alert viewers to reorient their antennas in the direction of the towers.
- Internet websites provide a wealth of consumer-friendly practical information about transition-related antenna issues. Accordingly, many stations provide a link to the website [www.antennaweb.org](http://www.antennaweb.org), a website cosponsored by the NAB and CEA dedicated to antenna selection and adjustment for the reception of digital television signals. In addition, the on-air education efforts made by many stations (PSAs, crawls, snipes, and tickers) include the display of the FCC's own DTV transition website, [www.DTV.gov](http://www.DTV.gov), which prominently features information about selecting and adjusting antennas. Stations also display the NAB's [www.DTVAnswers.com](http://www.DTVAnswers.com)

website, which includes prominent features about antenna selection and adjustment. In addition, some stations are using their own websites to provide detailed information relating to the transition, including antenna issues. For example, KOCO-TV, Oklahoma City, Oklahoma, has produced two videos (2-4 minutes each) that reside on KOCO.com's digital page. The videos show viewers about the correct antenna and how to hook it up and inform the viewer that they may have to move the antenna around the room or outside. The video provides a demonstration of the station's anchor actually carrying the antenna to different spots in the room and also climbing a ladder to the roof with an outside antenna.

- A significant majority of member stations have been responding to and plan to continue to respond to telephone and e-mail inquiries from viewers, both on an informal basis and as part of organized DTV "phone banks" to walk viewers through individualized antenna selection and adjustment issues. Some stations are already actively soliciting viewers to contact the station with "how to" questions, and a number of additional stations plan to do so prior to February 18.
- A number of stations report that they send engineering staff "into the field" to assist viewers with antenna issues at their homes.
- Various state broadcast associations have arranged state-wide "soft tests" in which ABC affiliates are participating. The North Carolina Association of Broadcasters has arranged statewide "soft tests" each month since September.

**4. How many of your association's member stations have digital signal coverage areas that are smaller than their analog signal coverage areas? For those stations, please identify each station and its market and detail the amount of service coverage loss as a percentage of households in the station's current analog service area.**

Only a handful of member stations reported that they anticipate a two percent or more "loss" in post-transition signal coverage area. (The Wilmington early transition revealed that only one station in that market lost coverage, which was apparently the result of a change in the 40-mile re-location of the station's transmitter and a reduction in operating power immediately following the transition but which has since been restored.)

While it is difficult to draw hard and fast conclusions about gains and losses in coverage areas, stations appear to anticipate coverage area "losses" will generally be offset by "gains." This issue, of course, is of great interest to affected stations, and stations appear to be prepared to address the issue through a variety of means, including the filing of "maximization" applications, channel change requests, and the use of distributed transmission systems.

It is difficult to anticipate fully at this point how coverage patterns, in general, will be affected, but the survey disclosed, as noted earlier, that only a small number of stations anticipate any meaningful loss of coverage and those that are appear to be taking measures to address it. Others seem to think their station's coverage will be enhanced by the transition.

**5. How many of your association's member stations will have digital signal coverage areas that do not exactly replicate their analog service areas and will result in more than two percent of existing households not being able to receive the new digital signal? For those stations, please identify each station and its market and the amount of service coverage loss as a percentage of households in the station's current analog service area. Please also indicate if such station will also gain households in its digital service area not currently reached by its analog service.**

See response to Question 4.

**6. If a viewer cannot receive certain local digital signals using a digital-to-analog converter box, how is that viewer supposed to determine that this is because the station's digital signal contour is smaller or coverage in certain areas is weaker than its analog signal contour and coverage strength? In other words, how will the viewer know that she resides within the analog signal contour, but outside the digital signal contour?**

Some stations have developed or plan to develop maps that depict over-the-air coverage "trouble spots" to use to assist viewers who have reception issues that may be coverage related. Stations also anticipate assisting viewers on an individual basis to help them ascertain whether their lack of reception is related to a signal contour issue or some other issue. Stations appear to be prepared to assist viewers with reception issues to determine whether the issue is converter box related, antenna related, or signal contour related. The following are illustrative examples from stations:

- WHTM-TV, Harrisburg, Pennsylvania, has undertaken "extensive signal testing throughout the Central Pennsylvania region in search of 'problematic areas'" and has developed a "zone map" to complement the studies. The zone map is posted on the station's website and it "offers viewers the information they need to diagnose area signal strength issues with accompanying remedies."
- WRIC-TV, Petersburg, Virginia, "will be developing a map of over the air coverage trouble spots to pinpoint problem areas." The station will use the map as a resource to assist viewers with reception issues.
- KMAU, Wailuku, Hawaii, states: "Our real life studies should give us a neighborhood-by-neighborhood feel for potential loss so that we may assist viewers that have lost our signal determine whether they can or cannot mitigate the loss."
- KATU, Portland, Oregon, observes: "Why a viewer does not get our signal, or anyone else's, is an issue without a single answer. It is typical to spend 15-20 minutes per caller to help them with their issues."
- Another station observes: "Proper technical mapping of signals should indicate digital shortfalls as compared to analog. If a given station has information that a digital signal will be different than, or smaller than, the analog signal, it may be

useful for such information to be displayed, such as on a station website. General knowledge of reception capabilities of multiple homes or businesses in a given area will indicate whether a digital signal is there, or not. Generally, knowledgeable technical support individuals should be able to offer information by phone, or websites, about reception areas.”

- WCPO-TV, Cincinnati, Ohio, reports as follows: “We answer 100% of the phone calls and e-mail questions from our viewers up to and including going to their homes to assure that they have an acceptable signal and we have not had an issue we could not solve at this point. . . . We have [signal-strength] tested over 200 households that have asked.”
- KMBC-TV, Kansas City, Missouri, “will ascertain through conversation or e-mail where the viewer lives and determine what the cause could be and refer them to television technicians if necessary.”
- KIVI, Nampa, Idaho, observes: “Initially, we would anticipate viewers calling the station if they see they have lost the signal. Through questions and answers, a determination would be made if they are now outside the post-transition digital contour.”
- WXYZ-TV, Detroit, Michigan, reports that “current mapping indicates that our digital signal closely replicates our analog coverage. If there are viewers who reside outside of this digital contour, they will be addressed on an individual basis by phone or e-mail.”
- WTRF-TV, Wheeling, West Virginia, who is an ABC affiliate on one of its multicast digital channels, does not predict any viewer loss, and the station notes that “a lot of thought has gone into how we can properly educate our viewers without confusing them. In the news stories that we are planning we will display a coverage area map so we can visually explain what will happen and who will be affected after the change, if anyone.”

**7. What are your association’s member stations whose digital signal coverage areas are smaller than their analog signal coverage areas doing, or what, specifically, do they intend to do to let affected viewers, including affected viewers without ready access to the Internet, know that they should expect to lose a particular station’s signal after the DTV transition because the station’s digital signal contour is smaller than its analog signal contour?**

Stations report that they plan to air news segments and short-form DTV education pieces (PSAs, crawls, snipes, and tickers) that focus on this issue. Stations also plan to use website tools to address the issue of signal coverage “loss” areas. The following are representative examples of member station activities designed to address this important issue.

- WHAS-TV, Louisville, Kentucky, reports that during the “weeks leading up to the switch the station will do news stories and run promos which will outline which areas outside the DMA may not be able to receive the signal after transition. The weekend prior to the switch the station will produce extended news focusing on this and all other DTV transition topics. There will be phone banks for those with questions, and as always, the website will have detailed information for the viewer.”
- KIVI, Nampa, Idaho, reports that it “will run PSAs, put information on our website and note in news stories that some over-the-air viewers (identifying which location is affected) may not be able to receive KIVI’s digital signal over the air.”
- WSB-TV, Atlanta, Georgia, observes that the “geographical losses will be on the fringe of our coverage area in sparsely populated terrain. We will run a crawl on the analog over the air that warns that you could be marginalized with the new digital signal pattern and to investigate other ways to receive our signal (stronger receiving equipment, DBS, or cable). We have answers prepared in advance and we are prepared to answer these questions by phone, mail, or e-mail.”
- WTVM, Columbus, Georgia, reports that it will air advertising campaigns prior to the transition and will give viewers the station’s phone number so they may call and receive assistance to determine the cause of their loss of signal. The station also plans to establish phone banks to handle post-transition calls about reception issues.
- KOLO-TV, Reno, Nevada, plans to “test our new contours and will be able to inform the viewers of their situation and their options.”

The following response of another station summarizes the complexity of communicating information about this issue to viewers:

“Generic information about possible signal loss is difficult to convey to viewers because the circumstances are so localized, not only station-by-station, but even within the different parts of a station’s coverage area. As a consequence, even a station spot that advises that some analog viewers may not be able to receive digital service could have the unintended and harmful consequence of causing viewers to conclude that they are not capable of receiving digital service because of coverage disparities—even viewers who simply need to re-scan their sets.”

\* \* \*

Association Survey Form

Dingell/Markey Survey Questions:

Name: \_\_\_\_\_

Station Call Sign: \_\_\_\_\_ Network Affiliation: \_\_\_\_\_

Station City of License: \_\_\_\_\_ Station DMA: \_\_\_\_\_

**Re-scanning Converter Boxes:**

1. What is your station already doing and what does your station intend to do to let over-the-air viewers (including viewers without Internet access) know that they need to re-scan their converter boxes after February 17, 2009?

**Over-the-air Antenna Issues:**

2. What is your station already doing and what does your station intend to do to let over-the-air viewers (including viewers without Internet access) know that they may need to obtain a new antenna or adjust an existing antenna to receive over-the-air signals after February 17, 2009?

3. For over-the-air viewers who have a converter box but cannot receive certain local station signals over-the-air after February 17, how would you suggest that those viewers figure out whether they need to obtain a new over-the-air antenna or adjust an existing antenna to correct the problem?

**Signal Contour Issues:**

4. Is your station's post-transition digital signal coverage area smaller than its analog signal coverage area?

Yes       No

5. If you checked "Yes" to Question 4, please identify the percentage of households in the station's current analog service area that are predicted not to receive your post-transition digital signal:

6. If you checked "Yes" to Question 4, what is your station already doing and what does your station intend to do to let over-the-air viewers (including viewers without Internet access) know that they should expect to lose over-the-air access to the station after February 17?

7. Whether your station's post-transition digital coverage area is smaller than your analog coverage area or merely different than your analog coverage area, will your station's post-transition digital signal coverage area result in a loss of service for more than 2 percent of households that are currently predicted to receive your analog signal?

Yes                       No

8. If you checked "Yes" to Question 7, please identify the percentage of households in the station's current analog service area that are predicted not to receive your post-transition digital signal:

9. If you checked "Yes" to Question 7, will your station gain households in its post-transition digital service area that are not currently served by your analog service?

Yes                       No

10. If an over-the-air viewer who resides inside a station's analog coverage area but outside the station's post-transition digital coverage area is unable to view the station's signal after February 17, 2009, how will that viewer be able to determine the cause of the loss of the signal? How will the viewer know that he or she resides within the analog contour but outside the post-transition digital contour?