

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090706AFH	
Licensee NEWPORT TELEVISION LICENSE LLC					
Call Sign WKRC-TV		Facility Id 11289		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
CINCINNATI		OH	HAMILTON		45219 -
Nielsen DMA CINCINNATI		World Wide Web Home Page Address WWW.LOCAL12.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	12				
<input checked="" type="checkbox"/> Digital	31				
Report reflects information for quarter ending: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
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 Countdown piece per day during the 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	214
Total 5:00 a.m. to 1:00 a.m. CSTs	212
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	27
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Atlantic, 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	77
Total 6:00 p.m. to 11:35 p.m. CSTs	74
For stations located in the Alaskan, 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: ALTHOUGH NOT REQUIRED BY FCC REGULATIONS, WKRC AIRED A SIMILAR SCHEDULE OF PSAS AND CSTS ON ITS SECONDARY DIGITAL CHANNEL, A CW AFFILIATE KNOWN AS EKRC. AN AVERAGE OF 16 PSA'S AND 20 CSTS RAN PER WEEK THROUGHOUT THE QUARTER. 36% OF PSAS RAN 6P-1135P AND 35% OF CSTS RAN 6P -1135P ON WKRC.	

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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	2
Comments: 1X AIRED ON 5/25/09 @ 10:30 AM ON WKRC; THE OTHER AIRED ON EKRC 6/6/09 @ 2PM	

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
120	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: WE RAN 2 COUNTDOWN SPOTS EVERY DAY M-SU ON WKRC, OUR MAIN PROGRAM STREAM - ONE EXTRA PER DAY THAN REQUIRED BY THE FCC). IN ADDITION TO THIS, EVEN THOUGH WE WERE NOT REQUIRED TO DO SO, WE ALSO RAN 2 COUNTDOWN SPOTS EVERYDAY M-SU ON EKRC, OUR SECONDARY PROGRAM STREAM.	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WE WERE ALSO REQUIRED TO RUN A :15 ANTENNA/RESCANNING SPOT TELLING VIEWERS IF THEY STILL HAD AN ANTENNA ONLY TV, THEY NEED TO GET A UHF/VHF ANTENNA AND RESCAN THE CONVERTOR BOX ONCE HOOKED UP. FOR MORE INFO, VIEWERS WERE TOLD TO GO TO ANTENNAWEB.ORG, CALL THE FCC OR THE STATION. WE WERE REQUIRED TO RUN 7 SPOTS PER WEEK: 1 PER DAY WITH 3 PER WEEK FALLING IN PRIME. WE NOT ONLY MET, BUT EXCEEDED THESE REQUIREMENTS AS WE RAN AN AVERAGE OF 10 PER WEEK FOR THE DURATION OF THE QUARTER. IN TOTAL WE RAN 125 ANTENNA/RESCANNING SPOTS. IN ADDITION, WE WERE REQUIRED TO RUN A :15 CONSUMER ASSISTANCE SPOT TELLING VIEWERS IF THEY STILL RECEIVED THEIR TV SIGNAL THROUGH AN ANTENNA, THEY NEED TO GET A CONVERTOR BOX. CONTACT INFORMATION WAS GIVEN FOR THE FCC AND DIRECTIONS ON HOW TO GET TO THE DIGITAL TV ANSWERS SECTION ON OUR WEBSITE FOR MORE INFORMATION. WE WERE REQUIRED TO RUN 7 SPOTS PER WEEK: 1 PER DAY WITH 3 PER WEEK FALLING IN PRIME. WE NOT ONLY MET, BUT EXCEEDED THESE REQUIREMENTS AS WE RAN AN AVERAGE OF 10 PER WEEK FOR THE DURATION OF THE QUARTER. IN TOTAL WE RAN 125 CONSUMER ASSISTANCE SPOTS.	

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	

WKRC RAN MULTIPLE NEWS STORIES IN THE MONTHS LEADING UP TO THE SWITCH.

- * IN APRIL, WE RAN A STORY DISCUSSING CONVERTOR BOX COUPONS.
- * IN MAY, WE RAN A STORY ON HOW & WHERE TO RECYCLE OBSOLETE TVS.
- * IN MAY AND JUNE, THE FCC HOSTED MULTIPLE EVENTS AT VARIOUS LOCATIONS IN THE AREA WHERE VIEWERS CAN COME AND GET THEIR QUESTIONS ANSWERED, ORDER CONVERTOR BOX COUPONS AND WATCH A DEMONSTRATION ON HOW TO HOOK UP THE BOX. OUR TROUBLESHOOTER REPORTER WAS LIVE AT ONE EVENT. REMINDERS WERE GIVEN LEADING UP TO AND ON THE DAY OF THESE FCC EVENTS.
- * ON 5/17, WE DEDICATED HALF OF OUR NEWSMAKERS BROADCAST TO THE DTV SWITCH. LES VANN, GENERAL MANAGER OF WKRC AND KEN WENZEL, DIRECTOR OF IT, WERE ON THE SET TO EXPLAIN THE REASONS BEHIND THE SWITCH AND THE IMPLICATIONS FOR ALL VIEWERS. TOPICS DISCUSSED DURING THE NEWSMAKERS SEGMENT:
 - PROS OF DIGITAL, WHERE TO GET A CONVERTOR BOX, ADVICE FOR OLDER PEOPLE, STEP BY STEP VIDEO SEGMENTS ON HOW TO HOOK UP AND THEN RESCAN THE CONVERTOR BOX AND THE IMPORTANCE OF RESCANNING AND CONTINUING TO RESCAN THROUGHOUT THE DAY OF THE SWITCH. THE IMPORTANCE OF MOVING YOUR ANTENNA AFTER THE SWITCH REGARDLESS IF YOU HAD ALREADY SET UP YOUR TV / CONVERTOR BOX PRIOR TO THE SWITCH WAS ALSO DISCUSSED. THE STATION PHONE NUMBER AND FCC HOTLINE PHONE # WERE GIVEN OUT AS WELL AS INFO ON THE 30 MINUTES INFORMATIONAL PROGRAM ON THE SWITCH.
- * THREE SEPARATE TESTS WERE CONDUCTED ON 5/21, 6/4 AND 6/9 WHERE OUR ANALOG SIGNAL WAS SWITCHED OFF MULTIPLE TIMES THROUGHOUT THE DAY. IF YOU WERE NOT PREPARED FOR THE SWITCH A NUMBER POPPED UP SO YOU COULD CALL FOR HELP. ALL TESTS WERE ADVERTISED IN MULTIPLE NEWS CASTS IN THE DAYS LEADING UP TO THE TESTS AND THE DAY OF THE TEST. OUR GENERAL MANAGER AND ENGINEERING PROFESSIONALS STAFFED THE PHONE BANK SET UP TO FIELD ALL VIEWER QUESTIONS.
- * STARTING JUNE 3RD, THE SWITCH WAS MENTIONED EVERY WEEKDAY IN MULTIPLE NEWSCASTS EACH DAY. TOPICS COVERED PRIOR TO THE SWITCH WERE:
 - HELPLINE INFO FOR COUNCIL ON AGING, FCC PHONE NUMBERS AND INFO ON FIRE DEPARTMENTS MAKING HOUSE CALLS TO HELP THE FCC SET CERTAIN TVS UP.
 - AS MENTIONED ABOVE: FCC REPS HOLDING QUESTION AND ANSWER SESSIONS AT MANY DIFFERENT LOCATIONS THROUGHOUT THE CITY. STATION REPRESENTATIVES WERE PRESENT AT ONE OF THE OUTREACH SESSIONS TO FIELD QUESTIONS FROM THE PUBLIC.
 - HOW TO KNOW IF YOU ARE READY FOR THE DIGITAL SWITCH: DO YOU HAVE CABLE OR SATELLITE? IF SO, YOU WILL NOT HAVE TO DO ANYTHING. DO YOU HAVE A DIGITAL READY TV? IF SO, YOU WILL HAVE TO RESCAN THROUGHOUT THE DAY AS EACH STATION SWITCHES. IF YOU DO NOT HAVE CABLE/SATELLITE OR A DIGITAL TV, DO YOU HAVE A CONVERTOR BOX AND THE CORRECT ANTENNA? YOU WILL HAVE TO RESCAN THROUGHOUT THE DAY OF THE SWITCH TO MAKE SURE YOU HAVE THE CORRECT ANTENNA. STEPS WERE GIVEN ON AIR ON HOW TO RESCAN AS WELL AS INFO ON HOW TO CHOOSE THE CORRECT ANTENNA
 - OUR TROUBLE SHOOTER GAVE TIPS ON HOW TO UPGRADE TO THE DIGITAL ERA AFFORDABLY.
- * ON AIR MENTIONS AFTER THE SWITCH INCLUDED THE FOLLOWING:
 - A LOCAL FOOD BANK GIVING AWAY FREE CONVERTOR BOXES IF YOU MET REQUIREMENTS
 - THE IMPORTANCE OF RESCANNING MULTIPLE TIMES THROUGHOUT THE DAY WAS MENTIONED IN SEVERAL NEWSCASTS ON THE DAY OF THE SWITCH AS WAS HOW TO CONTACT OUR PHONE BANK THROUGHOUT THE REST OF THE DAY AND WEEKEND. THE FCC HELPLINE WAS ALSO GIVEN OUT.
 - OUR TROUBLESHOOTER ONCE AGAIN MADE A HOUSE CALL WALKING THE LUCKY VIEWER THROUGH SETTING UP HER TV.
 - WE WENT LIVE INTO THE CALL CENTER AND TALKED TO ENGINEERING PROFESSIONALS REGARDING THE MOST COMMON PROBLEMS AND HOW TO SOLVE THEM.

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:
 THE 'SPECIAL COVERAGE' SECTION OF OUR HOME PAGE DISPLAYED AN AREA CALLED "DIGITAL TV CONVERSION" 24 HOURS A DAY/ 7 DAYS A WEEK THROUGHOUT 2ND QUARTER. WE ALSO HAD A SECTION CALLED "DIGITAL TV ANSWERS" DISPLAYED ON OUR WEBSITE 24/7. BETWEEN THOSE SECTIONS, THEY CONTAINED LINKS AND INFO ON THE FOLLOWING TOPICS THROUGHOUT THE

QUARTER:

- * A DIRECT LINK TO STREAMING VIDEO OF THE NEWSMAKERS SEGMENT ON THE TRANSITION MENTIONED IN THE ON AIR PORTION ABOVE.
- * WE ALSO STREAMED THE ENTIRE 30 MINUTES INFORMATIONAL PROGRAM WE AIRED ON WKRC AND EKRC CALLED "HEY, WHY DOESN'T MY TV WORK." THIS DISCUSSED THE FOLLOWING:
 - THE PROS OF A DIGITAL SIGNAL, HOW IT WORKS AND THE REASONS BEHIND THE SWITCH
 - HOW TO KNOW IF YOU ARE READY: IF YOU HAVE CABLE OR SATELLITE, YOU DO NOT HAVE TO DO ANYTHING; IF YOU JUST HAVE AN ANTENNA, YOU WILL NEED A UHF/VHF ANTENNA AND CONVERTOR BOX, IF YOU HAVE A DIGITAL TV, YOU WILL NEED AN ANTENNA AS WELL.
 - TROUBLESHOOTING: HOW TO POSITION THE ANTENNA CORRECTLY IF YOU ARE BEHIND A MOUNTAIN OR BIG BUILDING; HOW YOU MUST RESCAN YOUR CONVERTOR BOX OR DIGITAL TUNER EVEN IF YOU HAVE A DIGITAL TV - NO MATTER WHAT.
 - HOW TO KNOW IF YOUR TV IS EQUIPPED FOR THE TRANSITION AND THE DIFFERENCES IN FEATURES AND PRICES IN HD AND DIGITAL READY TVS.
 - VIDEO DEMOS ON HOW TO GET A CONVERTOR BOX COUPON, HOOK UP YOUR CONVERTOR BOX AND RESCAN.
- * TEXT LINKS WERE PROVIDED FOR DTV QUICK ANSWERS AND CONVERTOR BOX QUICK FAQs
- * LINKS TO THE MAIN FCC WEBPAGE
- * FOR THOSE STILL NEEDING HELP AFTER THE 6/12 TRANSITION INFO WAS GIVEN ON:
 - HOW TO REACH A FCC CONTRACTED COMPANY THAT DOES FREE IN HOME VISITS IN ORDER TO GET YOUR TV SIGNAL RESTORED
 - A 'TROUBLE SHOOTING' SHEET ON HOW TO FIX THE PROBLEMS WITH YOUR SIGNAL INCLUDING THE FOLLOWING TOPICS:
 - * PHONE # FOR THE COUNCIL ON AGING
 - * INFO ON WHERE TO GET A CONVERTOR BOX COUPON AND / OR BOX AND A LINK TO THE GOVERNMENTS WEBSITE WHERE YOU PURCHASE THE COUPONS
 - * LINKS ON SETTING UP AND THE IMPORTANCE OF PLACING YOUR ANTENNA CORRECTLY
 - * THE IMPORTANCE OF AND HOW TO RESCAN AND DOUBLE RESCAN

IN THE WEEKS LEADING UP TO THE SWITCH, THE ABOVE MENTIONED SPECIAL COVERAGE SECTION WAS ALSO FEATURED IN THE MAIN HEADLINE SECTION OF THE WEBSITE.

MOST NEWS STORIES ON AIR (AS OUTLINED IN THE ON AIR SECTION) ENDED WITH A CUE TO GO ONLINE FOR MORE INFORMATION. AMONG THEM: TIMES OF THE THREE ON AIR TESTS AND A COMPLETE LIST OF THE FREE OUTREACH (TOWN HALL) MEETINGS ATTENDING BY FCC AND WKRC PROFESSIONALS TO ANSWER QUESTIONS WAS PROVIDED ONLINE AS WELL AS HOW TO CONTACT OUR PHONE BANK AFTER SWITCH.

Additional DTV Outreach Efforts -- Last Quarter	
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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.	
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<input type="checkbox"/> Speaking Engagements Comments:	
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<input checked="" type="checkbox"/> Community Events Comments: AS STATED ABOVE, STATION PROFESSIONALS WERE ON HAND DURING AND AFTER TESTS WERE PERFORMED SHUTTING OFF ALL STATION'S ANALOG SIGNALS WAS SWITCHED OFF. STATION PROFESSIONALS WERE ALSO ON HAND FOR ONE OF THE FREE TOWN HALL MEETINGS SET UP TO ANSWER QUESTIONS REGARDING THE SWITCH.	
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<input checked="" type="checkbox"/> Other (describe) Comments: OUR ENGINEERING DEPARTMENT MADE 25 HOUSE CALLS RESTORING OUR VIEWER'S SIGNAL.	
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<p>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</p>
<p>Comments: OUR SWITCHBOARD WAS OPEN DURING REGULAR BUSINESS HOURS (8:30A - 5:30P) TO ANSWER ANY QUESTIONS VIEWERS MIGHT HAVE. IN ADDITION, WE OPENED OUR SWITCHBOARD FROM 1:00 AM UNTIL MIDNIGHT ON 6/12 AND FROM 8:00 AM UNTIL NOON ON 6/13. WE ALSO SET UP A PHONE BANK FROM 6/12 - 6/19 TO ANSWER ALL VIEWER INQUIRES REGARDING THEIR SIGNAL. THE PHONE BANK WAS STAFFED FROM 4:00 AM UNTIL MIDNIGHT ON 6/12 AS WELL AS 8:00 AM UNTIL NOON ON SATURDAY, JUNE 13TH. JUNE 15TH - JUNE 19TH, THE PHONE BANK WAS OPEN FROM 8:30A - 5:30P.</p> <p>AFTER THE DTV SWITCH WKRC-TV IS NOW ONLY BROADCASTING ON DIGITAL CHANNEL 12.</p>

<p>Station Certification</p> <p>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.</p>	
<p>Typed or Printed Name of Person Signing</p>	<p>Typed or Printed Title of Person Signing VICE PRESIDENT AND GENERAL MANAGER</p>
<p>Signature LES VANN</p>	<p>Date (mm/dd/yyyy) 07/01/2009</p>

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.