

MAKING THE SWITCH TO DIGITAL TELEVISION

DTV TRANSITION NEWS



THE SWITCH HAPPENS
FEBRUARY 17, 2009



The DTV Consumer Education Rules Kick In Monday, March 31

As we reported in our March 3 email, the Federal Communications Commission (FCC) has adopted the Digital Television (DTV) Consumer Education Plan proposed by NAB. This is indeed a good outcome for our industry and the viewers that broadcasters serve across the country.

The FCC has just released a [Public Notice](#) announcing that the effective date of their rules will be **Monday March 31. Thus stations must file their first quarterly report (FCC Form 388) on April 10.**

Stations Must Choose a Plan (and may not change): The plan will apply to the station's analog channel and its primary digital stream. Multicast channels are not included. Stations will be required to note which plan (Options 1, 2 or 3 – see below) they have adopted for in their April 10 FCC quarterly report.

Report All Activities for First Quarter: Although stations are to report **all** DTV education activities for the first quarter of 2008, they may make a notation in the comment section of FCC Form 388 of activities that took place between January 1 and March 30 (or pre-effective dates), as opposed to activities that occurred on the *effective date* of the rules (March 31).

Non-mandatory Activities: FCC Form 388 asks broadcasters to report other activities, including on-air initiatives, Web site activity and outreach efforts, such as speaking engagements and community events. While these activities are not mandatory, we encourage stations to provide detailed information on their DTV consumer education efforts.

Accessing Form 388: The FCC will post the FCC Form 388 on its Web site at www.fcc.gov/formpage.html.

How to File: The quarterly report must be filed electronically in MB Docket No. 07-148 via the FCC's Electronic Comment Filing System (ECFS) database at www.fcc.gov/cgb/ecfs. Please be sure to select "REPORT" under "Document Type." Stations must also place a copy of FCC Form 388 in their public file and must post the form on their station's Web site, if the station has one.

Please remember: All On-Air Programming (Spots and Long-Form Programming) is required to be closed captioned. We encourage stations to double check that captions are in place before airing.

NAB's Legal Department has reviewed the 82-page order and has summarized it below for easy reference. It includes a side-by-side comparison of the FCC's plan and the NAB plan for commercial station selection.

Noncommercial television stations can choose either Option 1, Option 2 or Option 3. For information on the public station plan (Option 3 - which is available only to noncommercial stations), please call the NAB Legal Department at (866) 682-0276 or Malena Barzilai at the Association of Public Television Stations (APTS) at (202) 654-4220.

End Date: March 31, 2009. Note: A station that has filed a request and/or received approval for an extension of the deadline to serve its full operating area must continue its education campaign until the request is withdrawn or denied or, if granted, until it expires.

For More Information: Please contact me, Ann Bobeck or Erin Dozier if you have questions. Our contact information is listed below.

Best regards,

Marsha MacBride

Executive Vice President of Legal and Regulatory Affairs
202-429-5454
mmacbride@nab.org

Ann Bobeck

Associate General Counsel
202-429-5456
abobeck@nab.org

Erin Dozier

Associate General Counsel
202-775-4970
edozier@nab.org

Side-By-Side Comparison of Options for Commercial Broadcasters

Requirement	Option 1: FCC Plan	Option 2: NAB Plan
Spots	4 spots, each at a minimum of 15 seconds, per day until 3/31/08. 8 per day from 4/1/08-9/30/08. 12 per day from 10/1/08 - end of campaign. <i>See Order at para. 10.</i>	An average of 16 30-second spots per week. ** (or 2 :15 second spots to count as 1). <i>See Order at paras. 30-31.</i>
Spot Timing	Spots must air equally throughout the following quarters of the broadcast day: 6:01 a.m. - 12 p.m., 12:01 a.m. - 6 p.m., 6:01 p.m. - 12 a.m. and 12:01 a.m. - 6 a.m. At least 1 spot per day must be aired between 8 p.m. and 11 p.m. (7 p.m. - 10 p.m. Central/Mountain). <i>See Order at para. 10.</i>	All spots must air between 5 and 1 a.m. 25% must be aired between 6 p.m. and 11:35 p.m. (5 p.m. - 10:35 p.m. Central/Mountain). <i>See Order at para. 30.</i>
Spot Content	Detailed content requirements, including topics that must be addressed each calendar week. Must be closed captioned. <i>See Order at para. 13.</i>	No content requirements. Must be closed captioned. <i>See Order at para. 30.</i>

<p>Crawls, Snipes and/or Tickers (CSTs)</p>	<p>4 per day until 3/31/08. 8 per day from 4/1/08-9/30/08. 12 per day from 10/1/08 – end of campaign. <i>See Order at para. 10.</i></p>	<p>An average of 16 per week. <i>See Order at para. 30.</i></p>
<p>Crawls, Snipes and/or Tickers (CSTs) Timing</p>	<p>CSTs must air equally throughout the following quarters of the broadcast day: 6:01 a.m. - 12 p.m., 12:01 a.m. - 6 p.m., 6:01 p.m. - 12 a.m. and 12:01 a.m. - 6 a.m.</p> <p>At least 1 CST per day must be aired between 8 p.m. and 11 p.m. (7 p.m. - 10 p.m. Central/Mountain). <i>See Order at para. 10.</i></p>	<p>CSTs must air between 5 a.m. and 1 a.m.</p> <p>25% of CSTs must be aired between 6 p.m. and 11:35 p.m. (5 p.m. - 10:35 p.m. Central/Mountain).</p> <p><i>See Order at para. 30.</i></p>