

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20080709AQV	
Licensee ORLANDO HEARST-ARGYLE TELEVISION, INC.					
Call Sign WESH		Facility Id 25738		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
DAYTONA BEACH		FL	VOLUSIA		32115 -
Nielsen DMA ORLANDO-DAYTONA BCH-MELBRN		World Wide Web Home Page Address WWW.WESH.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	2				
<input checked="" type="checkbox"/> Digital	11				
Report reflects information for quarter ending: 06/30/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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?
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Total 5:00 a.m. to 1:00 a.m. PSAs	485
Total 5:00 a.m. to 1:00 a.m. CSTs	431
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	189
Total 6:00 a.m. to 9:00 a.m. CSTs	261
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	114
Total 6:00 p.m. to 11:35 p.m. CSTs	57
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: WESH AIRED PSAS PRODUCED LOCALLY WITH STATION TALENT AND PSAS PRODUCED BY NAB.  THE TEXT OF WESH'S LOCALLY PRODUCED CRAWL IS AS FOLLOWS: "ON FEBRUARY 17, 2009, FULL-POWER ANALOG BROADCASTING WILL END, AND ANALOG-ONLY TELEVISION MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A COVERT 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 ONTO WWW.DTV2009.GOV OR CALLING 1-888-DTV-2009."	

### 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	1
Comments: ON JUNE 1, 2008, AT 12:00PM - 12:30PM, THE STATION AIRED THE PROGRAM "DTV ANSWERS."	

### 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?
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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)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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: DURING SECOND QUARTER 2008, THE STATION AIRED THE FOLLOWING NEWS REPORTS RELATING TO THE DIGITAL TRANSITION:  MAY 7, 2008 - 6:00PM NEWS ON WESH: ALL CONVERTERS CREATED EQUAL: REPORTER MICHELLE MEREDITH ADDRESSES THE QUALITY OF CONVERTER BOXES AS PART OF HER CONSUMER WEEKLY REPORT. SHE AND WESH CHIEF ENGINEER RICHARD MONN TESTED FOUR CONVERTER BOXES FROM DIFFERENT STORES. FIRST, THE DIGITAL STREAM FROM RADIO SHACK WAS TESTED. THEN BEST BUY'S INSIGNIA AND THE ZENITH FROM CIRCUIT CITY, ALL FOR \$59, AND FINALLY THE MAGNA VOX FROM WAL-MART FOR \$49. ALL FOUR BOXES WERE HOOKED UP TO THE SAME MAKE AND MODEL TV AND WORK OFF THE SAME INDOOR ANTENNA. MONN DISCOVERED WHEN IT COMES TO PICTURE QUALITY, THE FOUR BOXES TESTED ARE CREATED EQUAL. THE STORY ALSO INFORMED VIEWERS HOW TO OBTAIN CONVERTER BOX COUPONS.  JUNE 25, 2008 - DTV ARE YOU READY TEST - WESH LED THE ORLANDO-DAYTONA BEACH-MELBOURNE MARKET'S DTV "LIVE TEST." ELEVEN STATIONS IN THE MARKET WENT TO A DIGITAL-ONLY FEED OF THEIR SIGNALS AT 7:59PM TO ALLOW VIEWERS TO TEST THEIR TELEVISIONS AT HOME TO SEE IF THEY ARE DTV READY. A GRAPHIC ON THE DIGITAL FEED NOTED "IF YOU CAN SEE THIS SCREEN YOUR TELEVISION IS DTV READY." THE SIGNAL STAYED UP FOR 20 SECONDS AND THEN WE RETURNED TO OUR ANCHORS TELLING VIEWERS THAT IF THEY EXPERIENCED ONLY BLACK ON AIR, THEN THEY SHOULD VISIT OUR WEBSITE OR CALL THE TOLL FREE NUMBER TO GET ANSWERS ON HOW TO PREPARE FOR THE SWITCH.  DURING SECOND QUARTER, WESH AIRED THE FOLLOWING NEWS STORIES AND OTHER ON-AIR ELEMENTS:  DATE: 4-24-08 NEWSCAST: SUNRISE LENGTH: :20 SUMMARY: GOVERNMENT TAKING PUBLIC COMMENT TODAY AND CONSIDERING EXPANDING DTV COUPON PROGRAM FOR PEOPLE WHO LIVE IN NURSING HOMES AND THOSE WHO HAVE A PO BOX ADDRESS.  DATE: 5/06/08 NEWSCAST: 5PM LENGTH: :25 SUMMARY: STATE OF FLORIDA SETS UP INTERACTIVE SITE FOR RECYCLING OLD ANALOG TVS.  DATE: 05/06/08 NEWSCAST: 5PM LENGTH: :15 SUMMARY: DTV CONVERSION COUNTDOWN, WITH INFORMATION ABOUT THE COUPON FOR THE	

## CONVERTER BOX.

DATE: 5/7/08

NEWSCAST: 11PM

LENGTH: 3:30

SUMMARY: DIGITAL COUNTDOWN, DIGITAL TEST PREVIEW, AND CONVERTER BOX TEST STORY.

DATE: 5/08/08

NEWSCAST: SUNRISE

LENGTH: 2:00

SUMMARY: DTV COUNTDOWN, WITH BROKEN DOWN VERSION OF THE CONVERTER BOX TEST

DATE: 5/08/08

NEWSCAST: NOON

LENGTH: 3:30

SUMMARY: DTV CONVERTER TEST STORY &amp; DIGITAL COUNTDOWN

DATE: 5/8/08

NEWSCAST: 5PM

LENGTH: 3:30

SUMMARY: DIGITAL COUNTDOWN, DIGITAL TEST PREVIEW, AND CONVERTER BOX TEST STORY.

DATE: 05/08/08

NEWSCAST: 11PM

LENGTH: 2:00

SUMMARY: DIGITAL COUNTDOWN, WHO ACTUALLY NEEDS TO BUY A CONVERSION FOR THEIR TV.

DATE: 6-11-08

NEWSCAST: CW

LENGTH: 1:00

SUMMARY: DTV COUNTDOWN + LAWMAKERS IN WASHINGTON TELL A PANEL THAT MANY PEOPLE AREN'T PREPARED FOR SWITCH.

DATE: 6-20-08

NEWSCAST: SUNRISE

LENGTH: :40

SUMMARY: RAN DTV COUNTDOWN PLUS TEASE FOR DTV TEST ON JUNE 25

DATE: 6-23-08

NEWSCAST: SUNRISE

LENGTH: :40

SUMMARY: RAN DTV COUNTDOWN PLUS TEASE FOR DTV TEST ON JUNE 25

DATE: 6-23-08

NEWSCAST: 5PM

LENGTH: :40

SUMMARY: RAN DTV COUNTDOWN PLUS TEASE FOR DTV TEST ON JUNE 25

DATE: 6/23/08

NEWSCAST: 6PM

LENGTH: 0:15

SUMMARY: RAN THE TEASE FOR DTV TEST ON JUNE 25.

DATE: 6/23/08

NEWSCAST: 11PM  
LENGTH: 0:15  
SUMMARY: RAN THE TEASE FOR DTV TEST ON JUNE 25.

DATE: 6/24/08  
NEWSCAST: 11PM  
LENGTH: 0:15  
SUMMARY: RAN THE TEASE FOR DTV TEST ON JUNE 25.

DATE: 6-24-08  
NEWSCAST: SUNRISE  
LENGTH: :40  
SUMMARY: RAN DTV COUNTDOWN PLUS TEASE FOR DTV TEST ON JUNE 25

DATE: 6-24-08  
NEWSCAST: 5PM  
LENGTH: :40  
SUMMARY: RAN DTV COUNTDOWN PLUS TEASE FOR DTV TEST ON JUNE 25

DATE: 6-25-08  
NEWSCAST: SUNRISE & CW  
LENGTH: 10:00  
SUMMARY: RAN DTV COUNTDOWN, LIVE AT WESH TRANSMITTER IN EAST ORANGE COUNTY, TEASED DTV TEST TONIGHT, HAD CHIEF ENGINEER AND WEB EXPERTS IN STUDIO ANSWERING DTV QUESTIONS ON A LIVE CHAT ROOM ON WESH.COM

DATE: 6-25-08  
NEWSCAST: NOON  
LENGTH: 3:00  
SUMMARY: MICHELLE MEREDITH LIVE REPORT ON TONIGHT'S DTV/ANALOG TEST SIGNAL ALSO RAN CRAWL DURING NEWSCAST 2 TIMES ADVISING VIEWERS OF THE TEST

DATE: 6-25-08  
NEWSCAST: 4PM  
LENGTH: 3:00  
SUMMARY: MICHELLE MEREDITH LIVE REPORT & STORY ON TONIGHT'S DTV/ANALOG TEST ALSO RAN CRAWL DURING NEWSCAST 2 TIMES ADVISING VIEWERS OF THE TEST

DATE: 6-25-08  
NEWSCAST: 5PM  
LENGTH: :3:00  
SUMMARY: RAN DTV COUNTDOWN PLUS TEASE FOR DTV TEST TONIGHT + STORY ON TONIGHT'S TEST.  
HAD CHIEF ENGINEER AND WEB EXPERTS IN STUDIO ANSWERING DTV QUESTIONS ON A LIVE CHAT ROOM ON WESH.COM

DATE: 6-26-08  
NEWSCAST: SUNRISE  
LENGTH: 1:20  
SUMMARY: RAN DTV TEASE - VOICE OVER OF LAST NIGHT'S DTV BLACKOUT TEST - RAN STORY ON SCAMMERS TRYING TO GET MONEY FROM PEOPLE BUYING CONVERTER BOXES

DATE: 6/26/08  
NEWSCAST: 4PM  
LENGTH: 2:00  
SUMMARY: RAN THE DIGITAL COUNTDOWN AND A STORY ON TEST RESULTS WITH A FAMILY WHOSE

TELEVISION WENT TO BLACK.

APRIL 1-JUNE 30, 2008 - MONDAY- FRIDAY, EVERY 15 MINUTES BETWEEN 5:00AM - 7:00AM, THE STATION AIRED A DTV EDUCATION CRAWL AS PART OF THE WESH LOCAL NEWS CRAWL WITHIN THE NEWSCAST. (THESE CRAWLS ARE INCLUDED IN THE TOTALS IN SECTION B OF THIS REPORT.)

APRIL 1- JUNE 30, 2008. EVERY 1/2 HOUR IN THE 5:00-7:00AM WESH 2 NEWS AT SUNRISE, THE STATION AIRED A "COUNTDOWN CLOCK," WHICH SHOWS HOW MANY DAYS ARE LEFT BEFORE THE DIGITAL CONVERSION OCCURS. THE AUDIO MENTIONED THE DAYS LEFT, THE ACTUAL CONVERSION DATE, ENCOURAGES VIEWERS TO GET CONVERTER BOX COUPONS AND DRIVES VIEWERS TO THE STATION'S WEBSITE TO LINK TO DTVANSWERS.COM.

#### 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 STATION'S WEBSITE, WWW.WESH.COM, HAS A SECTION DEVOTED TO THE DTV TRANSITION: WWW.WESH.COM/DIGITAL. THIS SECTION IS ACCESSIBLE BY CLICKING THE DTV COUNTDOWN CLOCK PROMINENTLY FEATURED ON THE WEBSITE'S HOMEPAGE. THIS MULTIMEDIA SECTION INCLUDES, AMONG OTHER THINGS, BACKGROUND INFORMATION, INFORMATION ABOUT DTV CONVERTER BOXES, TECHNICAL INFORMATION, AND FAQs. IN ADDITION, THE STATION POSTED THE "ALL CONVERTERS CREATED EQUAL?" VIDEO AND NEWS STORY ON THE STATION'S WEBSITE.

MAY 16, 2008 - 12:35PM - "DIGITAL TRUTH"-WCVB ON WESH.COM:

WESH'S WEBSITE PARTICIPATED IN THE WEBCAST OF SISTER STATION'S WCVB-TV ON-LINE PROGRAM "DIGITAL TRUTH." ANCHOR SUSAN WORNICK HOSTED A LIVE HALF-HOUR WEB CAST AND WAS JOINED BY WCVB'S ENGINEER RICK ZACH TO DISCUSS THE DIGITAL TRANSITION AND ANSWER VIEW MAIL AND PHONE CALLS CONCERNING THE TRANSITION.

JUNE 25, 2008 - 6:00-9:00AM

THE STATION'S CHIEF ENGINEER HOSTED A LIVE EVENT ON WESH.COM ANSWERING QUESTIONS ABOUT DTV TRANSITION, CONVERTER BOXES AND THE DTV TEST THE STATION WAS SCHEDULED TO CONDUCT ON THE EVENING OF JUNE 25. THE LIVE EVENT WAS HOSTED ON WESH.COM AND WAS PROMOTED THROUGHOUT THE STATION'S LOCAL NEWS AND NEWS CUT-INS.

#### 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:

Community Events

Comments:

ON MAY 5, 2008, THE STATION HELD ITS QUARTERLY AFRICAN ADVISORY COMMITTEE LUNCHEON AND FURTHER DISCUSSED ISSUES AND CONCERNS IN THE COMMUNITY RELATING TO THE DTV TRANSITION.

ON JUNE 17, 2008, THE STATION HELD ITS QUARTERLY HISPANIC ADVISORY COMMITTEE LUNCHEON AND CONTINUED THE DIALOG ABOUT CONCERNS THE COMMUNITY HAS RELATING TO THE DTV TRANSITION.

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:

### 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 GENERAL MANAGER
Signature JAMES CARTER	Date (mm/dd/yyyy) 07/08/2008

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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