

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. -	
Licensee WCWB LICENSEE, LLC					
Call Sign WPMY		Facility Id 73907		Previous Call Sign (if applicable) WCWB	
Community of License					
City		State	County		Zip Code
PITTSBURGH		PA	ALLEGHENY		15214 -
Nielsen DMA PITTSBURGH		World Wide Web Home Page Address WWW.MYPITTSBURGHTV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	22				
<input checked="" type="checkbox"/> Digital	42				
Report reflects information for quarter ending: 12/31/2008					
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	221
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	26
Total 6:00 a.m. to 9:00 a.m. CSTs	30

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	111
Total 6:00 p.m. to 11:35 p.m. CSTs	93

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	
Total 5:00 p.m. to 10:35 p.m. CSTs	

Comments:

THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

:30 DTV ANSWERS

"NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER? ESPECIALLY TELEVISION. DIGITAL TV'S GOT BETTER PICTURE, BETTER SOUND, MORE CHANNELS, IT'S SAFER FOR KIDS----IN FACT, DIGITAL'S SO MUCH BETTER THAT, BY LAW, ALL BROADCAST TV HAS TO BE DIGITAL BY 2009. BUT THERE'S A CATCH: SOME TV'S NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL. GET THE FACTS. VISIT DTVANSWERS.COM TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL. OR CALL THIS NUMBER (1-888-DTV-2009) TO SEE HOW YOU CAN STAY CONNECTED."

"FUTURE IS HERE" - :30

THE FUTURE IS HERE. RIGHT HERE IN THIS BOX...
BECAUSE THIS BOX HAS THE POWER. THE POWER TO CONVERT YOUR NON-DIGITAL TV INTO DTV - DIGITAL TELEVISION AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE. MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009, OR ALL YOU'LL SEE IS - LEARN MORE ABOUT THE CONVERTER BOX AND COUPON. CALL 888-DTV-2009 OR GO TO DTV 2009 DOT GOV.

"FUTURE IS HERE" - :25/05

THE FUTURE IS HERE. RIGHT HERE IN THIS BOX.
BECAUSE THIS BOX HAS THE POWER. THE POWER TO CONVERT YOUR ANTENNA TV INTO DTV - DIGITAL TELEVISION BUT FIRST - YOU NEED TO GET THIS BOX. AND YOU NEED TO DO IT BEFORE FEBRUARY 2009 OR ALL YOU'LL SEE IS - SEE WHAT YOU'RE MISSING. MAKE SURE YOUR TV IS DTV. TO LEARN MORE CALL THIS NUMBER OR VISIT THIS WEB SITE.

"FUTURE IS HERE" - :15

AFTER FEBRUARY 2009 ANTENNA TV'S STOP WORKING. ONLY THIS BOX CONVERTS THEM TO DIGITAL. FIND OUT HOW TO GET ONE WITH THIS DISCOUNT COUPON. CALL THIS NUMBER OR VISIT THIS WEBSITE. MAKE SURE YOUR TV IS DTV.

"DIGITAL IS IN THE AIR" :25/05

THE FUTURE OF TELEVISION IS HERE...DIGITAL IS IN THE AIR. IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...OR IT WILL STOP WORKING. CALL 888-DTV-2009 OR VISIT DTV 2009-DOT-GOV TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX. THEN ENJOY DTV WITH BETTER PICTURE AND SOUND. MAKE SURE YOUR TV IS DTV.

"DIGITAL IS IN THE AIR" :15

DIGITAL IS IN THE AIR. IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...OR IT WILL STOP WORKING.
CALL THIS NUMBER OR VISIT THIS WEBSITE....TO MAKE SURE YOUR TV IS DTV.

"JUST A BOX" - :30

IT MIGHT SEEM STRANGE,BUT YOUR ANTENNA TV
COULD BECOME JUST A BOX... ..IF YOU DON'T GET THIS BOX. IN FEBRUARY 2009 SOME TV'S WILL STOP
WORKING UNLESS THEY'RE UPGRADED TO DIGITAL TELEVISION WITH THIS DTV CONVERTER BOX.
WITHOUT THIS UPGRADE, YOUR ANTENNA TV WILL NOT WORK. MAKE SURE YOUR TV IS DTV.
CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM. DON'T LET YOUR TV BECOME JUST "A BOX."

"JUST A BOX" - :25/:05

YOUR ANTENNA TV COULD BECOME JUST A BOX...
IF YOU DON'T GET THIS BOX. IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE
UPGRADED WITH THIS DTV CONVERTER BOX.
WITHOUT IT, YOUR ANTENNA TV WILL NOT WORK.
MAKE SURE YOUR TV IS DTV. CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM.
DON'T LET YOUR TV BECOME JUST "A BOX."

"JUST A BOX" - :15

DON'T LET YOUR ANTENNA TV BECOME A BOX.
UPGRADE IT WITH THIS DIGITAL CONVERTER BY FEBRUARY 2009...OR IT WILL NOT WORK.
CALL THIS NUMBER OR VISIT THIS WEBSITE. DON'T LET YOUR TV BECOME JUST "A BOX."

60 SECOND LOCAL DTV PSA

"EVERYTHING IS BETTER WHEN IT'S DIGITAL
ESPECIALLY TELEVISION WITH
BETTER PICTURE
BETTER SOUND
AND MORE CHANNELS---

INFACIT DIGITAL TV IS SO MUCH BETTER THAT, BY LAW, ALL TV STATIONS HAVE TO BROADCAST IN
DIGITAL BY FEBRUARY 17TH 2009.

BUT DON'T WAIT.... SWITCH NOW SO YOU CAN ENJOY ALL THE DIGITAL PROGRAMMING MY
PITTSBURGH TV IS ALREADY BROADCASTING ON CHANNEL 42.

NOW HERE'S THE CATCH----

---IF YOUR TV IS CONNECTED TO AN ANTENNA YOU MAY NEED TO BUY A CONVERTER BOX OR YOU
COULD LOSE YOUR SIGNAL.

---BUT YOU ARE ELIGIBLE TO GET A BIG DISCOUNT COUPON ON A LOW COST DIGITAL CONVERTER BOX.

---CABLE AND SATELLITE SUBSCRIBERS RELAX.....YOU SHOULD BE READY TO ENJOY THE DIGITAL
SIGNAL.

---AND YOU CAN STILL PLAY GAMES OR WATCH MOVIES ON YOUR VCR OR DVD PLAYER ON YOUR
CURRENT SET.

STILL NOT CLEAR?

THEN GET ALL THE FACTS:

VISIT DTVANSWERS.COM. TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL OR CALL THIS NUMBER
TO SEE HOW YOU CAN STAY CONNECTED."

DTV CRAWL -

"AN IMPORTANT MESSAGE FROM WPMY MY PITTSBURGH TV: FULL POWER ANALOG TV BROADCASTS
WILL END ON FEBRUARY 17, 2009 AT 11:59:59PM AND ANALOG ONLY TELEVISIONSMAY LOSE SIGNAL
BEING VIEWED UNLESS VIEWER TAKE ACTION. OVER-THE-AIRVIEWING ON ANALOG-ONLY
TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD
CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND
GAMING CONSOLES, VCR'S, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON

WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW WTTA AND OTHER BROADCAST STATIONS, PLEASE VISIT MYPITTSBURGHTV.COM OR DTV.GOV FOR OR JUST CALL 412-931-5300 OR 1-888-DTV-2009 TO GET MORE INFORMATION."

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
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Comments:
WPMY AIRED "COUNTDOWN TO DTV - ARE YOU READY?" 10/04/2008 AT 6:00 PM

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?

106	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:
WPMY RUNS A DTV COUNTDOWN GRAPHIC (LOGO BUG) EVERYDAY. WE RUN THIS A MINIMUM OF 2 TIME A DAY. PLEASE SEE BELOW FOR AIR DATES AND TIMES:

11/10/2008 1:05:50 PM
 11/10/2008 7:32:55 PM
 11/11/2008 2:03:50 PM
 11/11/2008 7:32:00 PM
 11/12/2008 1:59:35 PM
 11/12/2008 7:02:00 PM
 11/13/2008 1:00:00 PM
 11/13/2008 7:31:50 PM
 11/14/2008 1:00:22 PM
 11/14/2008 7:38:36 PM
 11/15/2008 12:29:22 PM
 11/15/2008 7:31:00 PM
 11/16/2008 6:00:43 PM
 11/16/2008 7:59:35 PM
 11/17/2008 12:59:40 PM
 11/17/2008 7:39:17 PM
 11/18/2008 12:02:04 PM
 11/18/2008 1:00:07 PM
 11/18/2008 7:00:30 PM
 11/18/2008 7:29:30 PM
 11/19/2008 12:59:57 PM
 11/19/2008 7:31:00 PM
 11/20/2008 12:00:00 PM
 11/20/2008 7:33:30 PM
 11/21/2008 1:00:00 PM
 11/21/2008 7:37:11 PM
 11/22/2008 6:30:24 PM

11/22/2008 7:30:16 PM
11/23/2008 6:01:00 PM
11/23/2008 8:01:00 PM
11/24/2008 1:00:20 PM
11/24/2008 7:07:20 PM
11/25/2008 1:00:05 PM
11/25/2008 7:12:20 PM
11/26/2008 1:02:50 PM
11/26/2008 7:50:00 PM
11/27/2008 12:02:05 PM
11/27/2008 7:31:00 PM
11/28/2008 12:53:47 PM
11/28/2008 7:31:00 PM
11/29/2008 12:29:30 PM
11/29/2008 7:30:16 PM
11/30/2008 6:00:00 PM
11/30/2008 8:01:00 PM
12/1/2008 1:01:10 PM
12/1/2008 7:34:30 PM
12/2/2008 7:03:55 PM
12/2/2008 11:59:55 PM
12/3/2008 1:02:00 PM
12/3/2008 7:29:30 PM
12/4/2008 12:00:08 PM
12/4/2008 7:02:10 PM
12/5/2008 1:04:00 PM
12/5/2008 7:42:05 PM
12/6/2008 12:29:51 PM
12/6/2008 7:30:10 PM
12/7/2008 6:02:00 PM
12/7/2008 8:01:00 PM
12/8/2008 1:00:00 PM
12/8/2008 7:42:40 PM
12/9/2008 12:00:22 PM
12/9/2008 7:40:20 PM
12/10/2008 12:59:39 PM
12/10/2008 7:30:00 PM
12/11/2008 1:00:40 PM
12/11/2008 7:43:10 PM
12/12/2008 1:00:20 PM
12/12/2008 7:31:00 PM
12/13/2008 12:30:27 PM
12/13/2008 7:32:00 PM
12/14/2008 6:00:08 PM
12/14/2008 7:59:10 PM
12/15/2008 1:01:10 PM
12/15/2008 7:38:28 PM
12/16/2008 12:00:00 PM
12/16/2008 7:06:30 PM
12/17/2008 1:00:00 PM
12/17/2008 7:00:00 PM
12/18/2008 12:00:20 PM
12/18/2008 6:58:10 PM
12/19/2008 12:00:00 PM
12/19/2008 1:00:15 PM
12/20/2008 12:30:05 PM
12/20/2008 7:30:17 PM
12/21/2008 6:01:00 PM
12/21/2008 8:01:00 PM
12/22/2008 1:00:14 PM
12/22/2008 7:36:25 PM

12/23/2008 1:00:34 PM
12/23/2008 7:35:00 PM
12/24/2008 12:00:02 PM
12/24/2008 7:31:00 PM
12/25/2008 12:00:00 PM
12/25/2008 7:34:00 PM
12/26/2008 1:13:20 PM
12/26/2008 7:31:00 PM
12/27/2008 12:29:46 PM
12/27/2008 7:31:00 PM
12/28/2008 6:01:00 PM
12/28/2008 8:01:00 PM
12/29/2008 12:00:30 PM
12/29/2008 7:05:20 PM
12/30/2008 12:00:15 PM
12/30/2008 7:09:15 PM
12/31/2008 12:02:00 PM
12/31/2008 7:29:30 PM

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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: WE HAVE A LINK FOR VIEWERS TO PURCHASE THE TV CONVERTER BOX COUPON AND A LINK TO DTV ANSWERS.COM.	
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.	
<input type="checkbox"/> Speaking Engagements	
Comments:	
<input type="checkbox"/> Community Events	
Comments:	
<input type="checkbox"/> 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 PROGRAM COORDINATOR
Signature ROBERT DEPASCALE	Date (mm/dd/yyyy) 01/09/2009

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-PER, 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.

TV SCRIPT

CLIENT:
TITLE: DTV PSA
LENGTH: 60

VIDEO

Legal Info

On the morning of February 17th 2009 at 12:01am, My Pittsburgh TV will no longer broadcast an analog signal

Now broadcasting on digital channel 42.

We will be providing HD programming and multicasting (If your station is doing so).

A record of My Pittsburgh TV DTV announcements are available at:
www.mypittsburghtv.com

More information at
www.mypittsburghtv.com.

AUDIO

EVERYTHING IS BETTER WHEN IT'S DIGITAL

ESPECIALLY TELEVISION WITH

BETTER PICTURE
BETTER SOUND
AND MORE CHANNELS---

INFACIT DIGITAL TV IS SO MUCH BETTER THAT, BY LAW, ALL TV STATIONS HAVE TO BROADCAST IN DIGITAL BY FEBRUARY 17TH 2009.

BUT DON'T WAIT.... SWITCH NOW SO YOU CAN ENJOY ALL THE DIGITAL PROGRAMMING My Pittsburgh TV IS ALREADY BROADCASTING ON CHANNEL 42.

NOW HERE'S THE CATCH----

---IF YOUR TV IS CONNECTED TO AN ANTENNA YOU MAY NEED TO BUY A CONVERTER BOX OR YOU COULD LOSE YOUR SIGNAL.

---BUT YOU ARE ELIGIBLE TO GET A BIG DISCOUNT COUPON ON A LOW COST DIGITAL CONVERTER BOX.

---CABLE AND SATELLITE SUBSCRIBERS RELAX..... YOU SHOULD BE READY TO ENJOY THE DIGITAL SIGNAL.

---AND YOU CAN STILL PLAY GAMES OR WATCH MOVIES ON YOUR VCR OR DVD PLAYER ON YOUR CURRENT SET.

STILL NOT CLEAR?
THEN GET ALL THE FACTS:

VISIT DTVANSWERS.COM. TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED.



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "FUTURE IS HERE"

CREATIVE OVERVIEW: Explains deadline, converter box, coupon and contact info.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :30

UNITED FRONT MEDIA – "FUTURE IS HERE" – :30 – FINAL

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	THE FUTURE IS HERE.	EL FUTURO ESTÁ AQUÍ.
2	SPOKESPERSON	RIGHT HERE IN THIS BOX... BECAUSE THIS BOX HAS THE POWER.	AQUÍ EN ESTA CAJA. PORQUE ESTA CAJA CONVERTIDORA TIENE EL PODER.
3	SPOKESPERSON	THE POWER TO CONVERT YOUR NON-DIGITAL TV INTO DTV – DIGITAL TELEVISION	EL PODER DE CONVERTIR TU SEÑAL DE ANTENA A UNA DTV – TELEVISIÓN DIGITAL.
4	SPOKESPERSON	AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE.	Y AHORA ESTE CUPÓN DE DESCUENTO HACE QUE LA CAJA SEA MÁS ACCESIBLE.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009, OR ALL YOU'LL SEE IS –	ASEGÚRATE QUE TU TV SEA DTV ANTES DE FEBRERO DEL 2009 O TODO LO QUE VERÁS ES ESTO...
6	SPOKESPERSON	LEARN MORE ABOUT THE CONVERTER BOX AND COUPON. CALL 888-DTV-2009 OR GO TO DTV 2009 DOT GOV.	PARA MÁS INFORMACIÓN SOBRE LA CAJA Y EL CUPÓN LLAMA AL 888- DTV-2009 O VISITA DTV 2009 PUNTO GOV.



PROJECT: DTV TRANSITION
 PHASE: TWO
 SPOT TITLE: "FUTURE IS HERE"
 CREATIVE OVERVIEW: Message explains deadline, converter box, coupon and contact info.
 VERSION: FINAL
 DATE: 2/15/08
 LENGTH: :25/:05 (with :05 second open tag to end)

UNITED FRONT MEDIA – "FUTURE IS HERE" – :25/05 – FINAL

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	THE FUTURE IS HERE.	EL FUTURO ESTÁ AQUÍ.
2	SPOKESPERSON	RIGHT HERE IN THIS BOX. BECAUSE THIS BOX HAS THE POWER.	EN ESTA CAJA. PORQUE ESTA CAJA CONVERTIDORA TIENE EL PODER.
3	SPOKESPERSON	THE POWER TO CONVERT YOUR ANTENNA TV INTO DTV – DIGITAL TELEVISION	EL PODER DE CONVERTIR TU SEÑAL DE ANTENNA A UNA DE DTV – TELEVISION DIGITAL.
4	SPOKESPERSON	BUT FIRST – YOU NEED TO GET THIS BOX.	PERO PRIMERO NECESITAS ESTA CAJA.
5	SPOKESPERSON	AND YOU NEED TO DO IT BEFORE FEBRUARY 2009 OR ALL YOU'LL SEE IS –	Y LA NECESITAS ANTES DE FEBRERO DEL 2009 O TODO LO QUE VERAS ES...
6	SPOKESPERSON	SEE WHAT YOU'RE MISSING. MAKE SURE YOUR TV IS DTV. TO LEARN MORE CALL THIS NUMBER OR VISIT THIS WEB SITE.	VE LO QUE TE ESTAS PERDIENDO. ASEGURATE QUE TU TV SEA DTV. PARA MAS INFORMACION LLAMA A ESTE NUMERO O VISITA ESTA PAGINA WEB.



PROJECT: DTV TRANSITION
 PHASE: TWO
 SPOT TITLE: "FUTURE IS HERE"
 CREATIVE OVERVIEW: Message explains deadline, converter box, coupon and contact info.
 VERSION: FINAL
 DATE: 2/15/08
 LENGTH: :15

UNITED FRONT MEDIA – "FUTURE IS HERE" – :15 – FINAL

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	AFTER FEBRUARY 2009 ANTENNA TV'S STOP WORKING.	DESPUES DE FEBRERO DEL 2009 LAS TELEVISIONES DE ANTENNA NO FRFUNCIONARAN.
2	SPOKESPERSON	ONLY THIS BOX CONVERTS THEM TO DIGITAL.	SOLO ESTA CAJA LAS CONVIERTE A DIGITAL.
3	SPOKESPERSON	FIND OUT HOW TO GET ONE WITH THIS DISCOUNT COUPON.	ADQUIERE UNA CON ESTE CUPON DE DESCUENTO.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTE NUMERO O VISITA ESTA PAGINA WEB.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "DIGITAL IS IN THE AIR"

CREATIVE OVERVIEW: Explains conversion deadline, converter box coupon, and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :30

UNITED FRONT MEDIA – "DIGITAL IS IN THE AIR" :30 SEC – FINAL

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR.	EL FUTURO DE LA TELEVISIÓN ESTÁ AQUÍ. LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU NOW OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT DTV 2009-DOT-GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.	LLAMA AL 888-DTV 2009 O VISITA DTV 2009 PUNTO GOV PARA SABER PARA OBTENER UN CUPÓN DE DESCUENTO PARA ESTA CAJA DIGITAL.
5	SPOKESPERSON	THEN ENJOY FREE OVER-THE-AIR DTV WITH-BETTER PICTURE AND SOUND.	ASÍ DISFRUTARAS DE MEJOR IMAGEN Y SONIDO.
6	SPOKESPERSON	DON'T WAIT. MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION
 PHASE: TWO
 SPOT TITLE: "DIGITAL IS IN THE AIR"
 CREATIVE OVERVIEW: Explains conversion deadline, converter box, coupon, and info contacts.
 VERSION: FINAL
 DATE: 2/15/08
 LENGTH: :25/:05

UNITED FRONT MEDIA "DIGITAL IS IN THE AIR" :25/:05 SEC – FINAL

#	<u>Reference</u>	<u>English COPY</u>	<u>SPANISH COPY</u>
1	SPOKESPERSON	THE FUTURE OF TELEVISION IS HERE...DIGITAL IS IN THE AIR.	EL FUTURO DE LA TELEVISIÓN ESTÁ AQUÍ. LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL 888-DTV-2009 OR VISIT DTV 2009-DOT-GOV TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.	LLAMA AL 888-DTV 2009 O VISITA DTV 2009 PUNTO GOV PARA OBTENER UN CUPÓN DE DESCUENTO PARA ESTA CAJA DIGITAL.
5	SPOKESPERSON	THEN ENJOY DTV WITH BETTER PICTURE AND SOUND.	
6	SPOKESPERSON	MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION
 PHASE: TWO
 SPOT TITLE: "DIGITAL IS IN THE AIR"
 CREATIVE OVERVIEW: Explains conversion deadline and information contacts.
 VERSION: FINAL
 DATE: 2/15/08
 LENGTH: :15

UNITED FRONT MEDIA – “DIGITAL IS IN THE AIR” :15 SEC – FINAL

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	DIGITAL IS IN THE AIR.	LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTA NUMERO O VISITA ESTA SITIO WEB.
5	SPOKESPERSON	...TO MAKE SURE YOUR TV IS DTV.	PARA ASEGÚRARTE QUE TU TV SEA DTV.

:30 DTV Answers Script

Notice how digital's made pretty much everything better?

Especially television.

Digital TV's got
Better picture
better sound
more channels---

In fact, digital's so much better that, by law, ALL broadcast TV has to be digital by 2009

But there's a catch:

Some TV's need an upgrade to get digital. You could even lose your signal.

Get the facts.

Visit DTVAnswers.com to learn about television's switch to digital.

Or call this number to see how you can stay connected.



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "JUST A BOX"

CREATIVE OVERVIEW: Repurposed TV's that didn't make the DTV transition. Explains deadline, converter box and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :30

UNITED FRONT MEDIA – "JUST A BOX" – :30 – FINAL

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	IT MIGHT SEEM STRANGE, BUT YOUR ANTENNA TV COULD BECOME JUST A BOX...	AUNQUE PAREZCA MENTIRA TU TV DE ANTENA PUEDE QUE SE CONVIERTA EN SOLO UNA CAJA...
2	SPOKESPERSON	...IF YOU DON'T GET THIS BOX.	...SI NO ADQUIERES ESTA CAJA.
3	SPOKESPERSON	IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE UPGRADED TO DIGITAL TELEVISION WITH THIS DTV CONVERTER BOX.	EN FEBRERO DEL 2009 ALGUNAS TELEVISIONES DEJARÁN DE FUNCIONAR, SI NO LA CAMBIAS A DIGITAL, CON ESTA CAJA.
4	SPOKESPERSON	WITHOUT THIS UPGRADE, YOUR ANTENNA TV WILL NOT WORK.	SIN ESTA CONVERSIÓN TU TV DE ANTENA NO FUNCIONARÁ.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV. CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM.	ASEGÚRATE QUE TU TV SEA DTV. LLAMA AL 888-DTV-2009 O VISITA DTV ANSWERS PUNTO COM.
6	SPOKESPERSON	DON'T LET YOUR TV BECOME JUST "A BOX."	NO DEJES QUE TU TV SE CONVIERTA EN "SOLO UNA CAJA."



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "JUST A BOX"

CREATIVE OVERVIEW: Repurposed TV's that didn't make the DTV transition. Explains deadline, converter box, coupon and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :25/:05

UNITED FRONT MEDIA – "JUST A BOX" – :25/:05 – FINAL

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	YOUR ANTENNA TV COULD BECOME JUST A BOX...	NO DEJES QUE TU TV SE CONVEIERTA EN SOLO UNA CAJA...
2	SPOKESPERSON	...IF YOU DON'T GET THIS BOX.	ADQUIERE ESTA CAJA.
3	SPOKESPERSON	IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE UPGRADED WITH THIS DTV CONVERTER BOX.	EN FEBRERO DEL 2009 ALGUNAS TELEVISIONES DEJARÁN DE FUNCIONAR, SI NO LA TRANSFORMAS A DIGITAL, CON ESTA CAJA.
4	SPOKESPERSON	WITHOUT IT, YOUR ANTENNA TV WILL NOT WORK.	SIN ELLA TU TV DE ANTENA NO FUNCIONARÁ.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV. CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM.	ASEGÚRATE QUE TU TV SEA DTV.LLAMA AL 888-DTV-2009 O VISITA DTV ANSWERS PUNTO COM.
6	SPOKESPERSON	DON'T LET YOUR TV BECOME JUST "A BOX."	NO DEJES QUE TU TV SE CONVIERTA EN SOLO UNA CAJA.



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "JUST A BOX"

CREATIVE OVERVIEW: Repurposed TV's that didn't make the DTV transition. Explains deadline, converter box and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :15

UNITED FRONT MEDIA – "JUST A BOX" – :15 – FINAL

<u>#</u>	<u>Reference</u>	<u>English Copy</u>	<u>SPANISH COPY</u>
1	SPOKESPERSON	DON'T LET YOUR ANTENNA TV BECOME A BOX.	NO DEJES QUE TU TV SE CONVIERTA EN SOLO UNA CAJA.
2	SPOKESPERSON	UPGRADE IT WITH THIS DIGITAL CONVERTER BY FEBRUARY 2009...	MEJÓRALA CON ESTE CONVERTIDOR DIGITAL ANTES DEL 2009...
3	SPOKESPERSON	...OR IT WILL NOT WORK.	...O DEJARA DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTA NUMERO.
5	SPOKESPERSON	DON'T LET YOUR TV BECOME JUST "A BOX."	NO DEJES QUE TU TV SE CONVIERTA EN SOLO UNA CAJA.