



**The FCC Acknowledges Receipt of Comments From ...
Nexstar Broadcasting, Inc./WMBD-TV
...and Thank You for Your Comments**

Your Confirmation Number is: '2008410318519 '	
Date Received:	Apr 10 2008
Docket:	07-148
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updated 12/11/03

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WMBD-TV

Report reflects information for quarter ending (mm/dd/yy)

3/31/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

- Option One (A and D)
 Option Two (B and D)
 Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

- Yes No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

- Yes No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign WMBD-TV	Channel Numbers		Community of License			
	Analog	31 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	30 <input checked="" type="checkbox"/>	Peoria	IL	Peoria	61604
Licensee Nexstar Broadcasting, Inc						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA 116	World Wide Web Home Page Address www.centralillinoisproud.com		
Facility ID Number 42121	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 12/01/05			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

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

36

Total 5:00 a.m. to 1:00 a.m. CSTs

0

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

7

Total 6:00 a.m. to 9:00 a.m. CSTs

0

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

Not Applicable

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

Not Applicable

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

11

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

0

Comments (add additional sheets where necessary):

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

0

Comments (add additional sheets where necessary):

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?

Graphic Displays

Animated Graphics

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

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Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):

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.

Yes No

Comments (add additional sheets where necessary):
We had several news stories about the DTV Transition.

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 (add additional sheets where necessary):
We have an entire section of our website dedicated to the DTV Transition.

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 (add additional sheets where necessary):

Community Events

Comments (add additional sheets where necessary):
We had a DTV Transition literature available at our Family Fest, a 2 day festival that had attendance in excess of 3000 people.

Other (describe)

Comments (add additional sheets where necessary):
For the first quarter of 2008, WMBD had a number of local initiatives. In January, we staged a local community event called Family Fest at the Peoria Civic Center. The station made DTV Transition literature available to more than 3,000 people in attendance at the 2 day event. Additionally, the station has had a dedicated web page available and promoted for the DTV transition since April of 2007. The page features frequently asked questions, a countdown, a question section to submit viewer inquiries, NAB and antenna search tool links and current info about DTV programming.

In February, the station featured news reports in our morning, early evening and late news programs for a segment we called Technotainment that addressed technology developments in DTV for broadcast TV that educated viewers on the certificate program and drove viewers to the web site for additional information. We have also been airing the NAB transition spots since the beginning of the

year.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

In late December 2007, Nexstar Broadcasting Group, Inc. began creating a full DTV Awareness and Educational campaign at the corporate level to be implemented at each of our stations on February 17, 2008. The goal was to get out in front of our competitors to be THE local source for DTV education. Emphasizing localism was key in providing eight generic spots relating to various aspects of the conversion that could be customized with their local news talent or General Manager as well as the creation of customized websites for each station. We elected not to use the NAB supplied spots because they were too generic and allowed no local way to relate to our viewers. Each of our spots pushed viewers to the stations' respective local websites for more information, including forums for local discussions. We included areas to add specific information related to that local market's DTV education efforts as well as a countdown clock to the conversion deadline. A sample of a market website, spots, and outreach efforts can be found at <http://ozarksfirst.com/dtvanswers/>. DTV awareness information has also been added to our corporate website located at: <http://www.nexstar.tv/dtvanswers.html>. We're addressing outreach in other areas as well, for example, for the non-web-savvy elderly population. Nexstar has created customized brochures for each market that can be mailed or picked up at each station. These are also used in trade show displays as well as local DTV speaking engagements. We took it one step further by creating the same brochure in Spanish for each market if so requested.

On April 1, 2008, Nexstar held a conference call with all of its stations' managers to ensure FCC guidelines and reporting procedures were understood and in place for the duration of the education and awareness initiative.

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
Perry Sook	President
Signature	Date
<input checked="" type="checkbox"/>	4/10/2008

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).

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.

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