

FCC FORM 390

Band Transition Activity Station Report

Instructions

This form must be filed by all broadcasters subject to the requirements of 47 C.F.R. § 73.3700. It should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the band transition following completion of the incentive auction proceeding (Band Transition). All stations should log Band Transition-Related Public Service

Announcement (PSAs) and other activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each activity occurred. This form must be filed using the Broadcast Radio and Television Consolidated DataBase System (CDBS), and placed in the station's Public Inspection File and public website, if such exists. For more information on filing via CDBS, please visit: <http://www.fcc.gov/mb/cdb.html>.

Station Call Sign(s) _____

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) _____

Have you fully complied with the requirements of this option? Yes _____ No _____

Were you required to air service loss notices (See 47 C.F.R. § 73.674(b)(5) for details)? Yes (Complete Section E) _____ No _____

Section A (For broadcasters electing Option One)

On its primary digital stream, a station must air three transition PSAs, and run three transition crawls, in every quarter of every day. 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 (84 per week) during the correct quarters of the day?

Yes

No

Have you aired a sufficient number of eligible crawls (84 per week) during the correct quarters of the day?

Yes

No

Beginning XXX, Option One 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, completes construction of its post-transition digital facility, and begins operation of that facility. The station may replace up to 25 percent of their daily PSAs and crawls with each type of notice (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 crawl obligations).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Comments (add additional sheets where necessary):

Section B (For broadcasters electing Option Two)

On 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 Band Transition-related informational program at least 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 Band Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run --
Last
Quarter**

How many 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

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

For informational purposes only, how many 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

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

For stations located in the Atlantic, Eastern, or Pacific Time Zone, how many 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

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

For stations located in the Alaskan, Central, or Mountain Time Zone, how many 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 (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., 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

Comments (add additional sheets where necessary):

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

_____ *Graphic Displays*

_____ *Animated Graphics*

_____ *Graphic and Audio Displays*

_____ *Longer Form Reminders*

Comments (add additional sheets where necessary):

Mandatory Daily Notices - Last Quarter

Beginning XXX, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in 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.

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?

Yes

No

30 Minute Educational Programs - Last Quarter

How many 30 minute, Band Transition-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., after April 1, 2009 and prior to your station's termination of its pre-Band Transition service.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Mandatory Daily Notices - Last Quarter

Beginning XXXX, Option Three (noncommercial) stations must also provide information about antenna use, the need for rescanning, and local 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, so long as they meet the requirements for duration and time of day aired.

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

Yes

No

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional Band Transition On-air Initiatives - Last Quarter Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight efforts, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes No

Comments (add additional sheets where necessary):

Station Website Additional Activity Related to the Band Transition - Last Quarter

Does your station have a Website?

Yes No

If YES, did your station provide additional Band Transition 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):

Additional Band Transition Outreach Efforts -- Last Quarter Check all of the Band Transition 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):

Other (describe)

Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on <http://www.dtv.gov>, predicts that 2 percent or more of the population in that station's pre-Band Transition digital service will not receive that station's post-Band Transition digital signal. "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.

A station that will experience a substantial service loss when transitioning must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air 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. Did your station run these notices, in addition to any other consumer education efforts required by these rules?

Yes

No

Comments (add additional sheets where necessary):

STATION CERTIFICATION

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing
Signature	Date

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.

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 2 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-PERF, Paperwork Reduction Project (3060-XXX), 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-XXX.

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

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).