

**WKCF**  
**Additional DTV On-Air Initiative**  
**“ATTACHMENT A”**  
**First Quarter 2008**

The following Initiatives were conducted by WESH 2 News on CW18:

**March 5, 2008**

DTV Switch - News Package – TRT: 1:30

Reporter Scot Walker reported on the digital switch and what it means to viewers. The story contained information on how to obtain a coupon for converter boxes and encourage a visit to our web site for the DTV/NAB link for additional educational information.

**Aired:** WESH 2 News on CW18 at 7:00am

**March 17, 2008**

DTV Converter Box – New Package with VO. TRT: 1:00

WESH 2 News CW18 aired a DTV converter box story that was a voice over driving viewers to the web and the DTV link for coupons. The story contained dates and details of the conversion.

**Aired:** WESH 2 News on the CW18, 7AM-9AM – Aired twice.

**March 4<sup>th</sup>– March 31<sup>st</sup>, 2008**

Countdown Clock – Graphic and Voice Over TRT: :30

WESH 2 News on CW18 aired a “Countdown Clock” as a bump with voice over in all news-cast. The clock shows how many days before the digital conversion occurs. The audio also mentions the days left, the actual conversion date, encourages viewers to get coupons and drives viewers to our web for additional information where they could link to the NAB-DTV site.

**Aired:** March 4-March 13, 2008 – Every ½ hour in the following shows  
7:00am - 9:00am – WESH 2 News on CW18