

WKCF
“ATTACHMENT B”
First Quarter 2008

In an effort to keep WKCF's viewers apprised of pertinent information regarding the February 2009 transfer from over-the-air to digital signal, we offered two prominent homepage call-outs. Unfortunately, due to technical constraints the countdown clock featured by the bulk of Hearst's digital properties would not fit within WKCF's structure. As a result we offered two links to information regarding the transition, with one located above the fold and a second placed just below the scroll. Both link to the NAB-sponsored DTVanswers.com, where viewers can browse a robust knowledge base as well as get answers to any of the specific issues they may face.