

**DTV CONSUMER EDUCATION RULES SUMMARY** (prepared by NAB)

**Effective Date: March 31, 2008**

**End Date:** March 31, 2009. Note: A station that has filed a request and/or received approval for an extension of the deadline to serve its full operating area must continue its education campaign until the request is withdrawn or denied or, if granted, until it expires.

**Before Filing First Report, Stations Must Choose a Plan (and may not change):** The plan will apply to the station's analog channel and its primary digital stream. Multicast channels are not included.

**Quarterly Reporting:** The first quarterly report on FCC Form 388 is due on **April 10, 2008**. Please note: the quarterly report must be filed in MB Docket No. 07-148, either electronically via the FCC's Electronic Comment Filing System (ECFS) database or as a paper filing. For electronic filings, be sure to select "REPORT" under "Document Type." For paper filings the cover sheet must clearly state "Report." Stations are encouraged to file electronically. Stations must also place a copy of FCC Form 388 in their public file and must post the form on their station's Web site, if the station has one.

**Non-mandatory Activities:** FCC Form 388 asks broadcasters to report other activities, including on-air initiatives, Web site activity, and outreach efforts (such as speaking engagements and community events). While these activities are not mandatory, we encourage stations to provide detailed information on their DTV consumer education efforts.

**Side-By-Side Comparison of Options for Commercial Broadcasters**

<b>Requirement</b>	<b>Option 1: FCC Plan</b>	<b>Option 2: NAB Plan</b>
<b>Spots</b>	4 spots, each at a minimum of 15 seconds, per day until 3/31/08. 8 per day from 4/1/08-9/30/08. 12 per day from 10/1/08 until the end of campaign. <i>See Order at para. 10.</i>	An average of 16 30-second spots per week. ** (or 2 :15 second spots to count as 1). <i>See Order at paras. 30-31.</i>
<b>Spot Timing</b>	Spots must air equally throughout the following quarters of the broadcast day: 6:01 a.m. - 12 p.m., 12:01 p.m. - 6 p.m., 6:01 p.m. - 12 a.m. and 12:01 a.m. - 6 a.m. At least 1 spot per day must be aired between 8 p.m. and 11 p.m. (7 p.m. - 10 p.m. Central/Mountain). <i>See Order at para. 10.</i>	All spots must air between 5 a.m. and 1 a.m. 25% must be aired between 6 p.m. and 11:35 p.m. (5 p.m.- 10:35 p.m. Central/Mountain). <i>See Order at para. 30.</i>
<b>Spot Content</b>	Detailed content requirements, including topics that must be addressed each calendar week. Must be closed captioned. <i>See Order at para. 13.</i>	No content requirements. Must be closed captioned. <i>See Order at para. 30.</i>
<b>Crawls, Snipes and/or Tickers (CSTs)</b>	4 per day until 3/31/08. 8 per day from 4/1/08-9/30/08. 12 per day from 10/1/08 - end of campaign. <i>See Order at para. 10.</i>	An average of 16 per week. <i>See Order at para. 30.</i>

<b>Crawls, Snipes and/or Tickers (CSTs) Timing</b>	CSTs must air equally throughout the following quarters of the broadcast day: 6:01 a.m. - 12 p.m., 12:01 p.m. - 6 p.m., 6:01 p.m. - 12 a.m. and 12:01 a.m. - 6 a.m. At least 1 CST per day must be aired between 8 p.m. and 11 p.m. (7 p.m. - 10 p.m. Central/Mountain). <i>See Order</i> at para. 10.	CSTs must air between 5 a.m. and 1 a.m. 25% of CSTs must be aired between 6 p.m. and 11:35 p.m. (5 p.m. - 10:35 p.m. Central/Mountain). <i>See Order</i> at para. 30.
<b>Crawls, Snipes and/or Tickers (CSTs) Length</b>	60-second minimum. <i>See Order</i> at para.12.	No minimum.
<b>Crawls, Snipes and/or Tickers (CSTs) Content</b>	Detailed content requirements, including language requirements. <i>See Order</i> at para. 12.	No content requirements.
30-minute program	Not required.	Must be aired at least once between hours of 8 a.m. and 11:35 p.m., Monday - Sunday, before February 17, 2009. To facilitate station compliance, NAB is producing and will distribute a 30-minute program in English and in Spanish. <i>See Order</i> at para. 31.
<b>100 Day Countdown</b>	Not required.	Beginning 11/10/08 all stations must air a minimum of one on-air, 5-second graphic display or segment per day to communicate the countdown to February 17, 2009.