



Summary of FCC Viewer Notification Requirements

This is a summary of Federal Communications Commission (FCC) rules, orders and public notices regarding viewers' notification requirements for all transitioning stations, except for license relinquishment stations.

All Transitioning Stations

- Transitioning stations must, for 30 days prior to termination of operations on their pre-auction channels, either:
 - Air 60 seconds of on-air consumer education public service announcements (PSAs) per day; or
 - Air 60 seconds of crawls per day

Stations have the discretion to choose timeslots for PSAs or crawls.

Crawls

- Crawls must run during programming for no less than 60 consecutive seconds across the bottom or top of the viewing area in the same language as a majority of station programming.
- Must include the date the station will terminate operations on its pre-auction channel.
- Inform how viewers may obtain more information by telephone or online.
- Inform viewers of the need to rescan IF the viewer receives the station over the air AND IF the station has received a new post-auction channel assignment.

Public Service Announcements (PSAs)

- PSAs must have a duration of at least 15 seconds (and all PSAs aired in a day must total 60 seconds), in the same language as a majority of station programming.
- PSAs must be closed-captioned.
- Inform viewers of the need to rescan if the station has received a new post-auction channel assignment.
- Must include the date the station will terminate operations on its pre-auction channel.
- Explain how viewers may obtain more information by telephone or online.
- For stations with new post-auction channel assignments, provide instructions to both over the air and multichannel video programming distributor (MVPD) viewers regarding how to continue watching the television station.
- PSAs must provide, at a minimum, the same information as required for crawls.

Definitions

- A crawl is text that advances very slowly across the bottom or top of the screen. Stations may use alternative forms of crawls, including a text flipper, which is a message on the screen that flips to a new line of text instead of crawling across the screen. In placing the crawls, the Station should be careful to avoid overlapping the text with closed captions.

CONSUMER EDUCATION CERTIFICATION

Gray Television Licensee, LLC, the licensee of WAFF-TV, hereby certifies that it complied with the consumer education provisions set forth in Section 73.3700(c) of the Commission's Rules for television station WAFF, Huntsville, AL Facility ID No. 591.



Name:

Title:

Date: 3/24/20