

May 3, 2013

**VIA OVERNIGHT COURIER**

Federal Communications Commission  
445 12<sup>th</sup> St. SW  
Washington, DC 20554

ATTN: Disability Rights Office  
Consumer and Government Affairs Bureau

RE: 13-C00477451-SM (Brancewicz) (WWLP)

Dear Ms. Kimmel and Ms. Morris,

By this correspondence, WWLP-TV, Springfield, Massachusetts, hereby responds to that certain letter from your office dated April 25, 2013 in the above-captioned matter (the "NOIC"). The NOIC attached a complaint from Ms. Eva-Maria Brancewicz expressing concerns about WWLP-TV's captioning. Ms. Brancewicz expressed concerns regarding a) WWLP-TV's captioning on February 28, 2013 at 5 p.m., b) subjective quality concerns with the station's use of the electronic newsroom technique, and c) the location of captioning on her screen. This letter addresses each concern in turn.

First, WWLP-TV attaches a DVD that contains the 5 p.m. news program on February 28, 2013. As noted in response to FCC File No. 13-C00471824-1 (JM) Comcast Cable (Durso) ("Previous Matter"), WWLP-TV experienced technical problems with its captioning encoder in February 2013 that the station believes have now been corrected.

As in the Previous Matter, WWLP-TV believed at that time that the captioning they inserted into the Electronic Newsroom Technique system was broadcasting, but due to an unknown error, the captioning encoder malfunctioned and stalled, much like a car engine, and was in a state where it was on, but not working. As part of the Previous Matter, WWLP-TV contacted the manufacturer of the encoder (*i.e.*, Evertz) and they suggested some changes to the encoder's settings that may resolve this issue going forward. WWLP-TV tested the changed settings, and they appear to resolve conflicts that may stall the encoder.

In addition, WWLP-TV changed its standard operating procedures to attempt to catch such equipment failures earlier. For example, the station identified a way that our control room may be able to see captioning errors on their screens and have instructed control room operators on how to monitor those screens.

Second, WWLP-TV, like other small-market broadcasters, primarily relies on the Electronic Newsroom ("ENR") technique to caption its newscasts. When the FCC implemented captioning requirements in 1998, it described ENR by stating: "ENR is commonly used for live programming, especially newscasts, and creates captions from a news script computer or teleprompter. Only material that is scripted can be captioned using this technique and, thus, within a program live field reports, breaking news, sports and weather may remain uncaptioned."

Ms. Brancewicz expresses concerns with the timing of captioning or the use of the phrase "ad lib". Both of these instances are direct results of WWLP-TV's use of ENR. While both we and the FCC recognize the limitations of the ENR technique, the FCC allows stations in markets smaller than the Top 25 markets to use ENR for newscasts due to the extremely high costs of real-time captioning. The FCC

has found that if it required real-time captioning stations in smaller markets would likely stop providing news and information altogether because of the high expense. WWLP-TV therefore complies with the FCC's rules by using ENR for its news programming.

Third, Ms. Brancewicz expresses concerns with the location of captioning on her screen. The station has a caption shifter for use when scrolls are in place. After receiving the NOIC, WWLP-TV tested the caption shifter and believes it to be in working order. WWLP-TV recognizes that due to different screen sizes, different manufacturer settings, and customer changes to CEA-708 captioning, different viewers may experience different results when the caption shifter is in use and WWLP-TV has therefore been testing alternative settings for the caption shifter.

WWLP-TV notes that to the extent that Ms. Brancewicz's television includes capabilities related to CEA-708 digital captioning, Ms. Brancewicz should be able to make changes to the look and feel of her captioning that may address her concerns. Should she desire assistance with CEA-708 "look and feel" issues, she should feel free to contact [caption@wwlp.com](mailto:caption@wwlp.com).

WWLP-TV and LIN Media take captioning obligations very seriously. If Ms. Brancewicz experiences captioning issues in the future, she should please feel free to contact WWLP-TV's Chief Engineer, Dave Cote, at [caption@wwlp.com](mailto:caption@wwlp.com) or 413-377-1105 at the time of any concerns. Mr. Cote will be happy to quickly address any concerns without delay. I am also available at [captioning@lintv.com](mailto:captioning@lintv.com).

Very truly yours,



Joshua N. Pila  
Senior Counsel

Enclosure (DVD)

CC (without enclosure):

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