

## 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 either:
  - Air 60 seconds of on-air consumer education public service announcements (PSAs); or
  - Air 60 seconds of crawls per day for 30 days prior to termination of operations on their pre-auction channelsStations have the discretion to choose timeslots for PSAs or crawls.
- Must notify affected multichannel video programming distributors (MVPDs) by letter at least 90 days prior to their transition date. The notification must include the date and time of any channel changes; pre-auction and post-transition channel assignments; any modification to antenna position, location or power levels; stream identification information for channel sharing stations and engineering staff contact information.

### 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 station has received a new post-auction channel assignment.

### Public Service Announcements (PSAs)

- PSAs must have a duration of at least 15 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.

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- 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.

### FCC Suggestions

- The FCC encourages stations to include any other details they believe to be important in their notifications.
- Stations may air additional notifications that they deem beneficial.
- The FCC expects that broadcasters will air transition PSAs in addition to, and not in lieu of, PSAs on other issues of importance to their local communities.

*\*Nothing herein is intended to supersede any provision of the Commission's rules, orders or public notices. Should this summary vary from the Commission's rules, orders, or public notices, the official adopted documents govern.*