



ADDITIONAL CONSUMER OUTREACH COMMITMENT
KWTV-DT CH 25
Oklahoma City, Oklahoma (FIN 25382)
File No. 0000034976

In an effort to further minimize viewer disruption within KWTV-DT's community, and in addition to the consumer outreach program service announcements and crawls committed to within the attached Phase Transition Waiver Request, applicant Griffin Licensing, L.L.C. proposes to expand its educational and informative outreach. This expanded outreach effort will include digital and social media campaigns, such as using the station's Facebook and Twitter accounts, to advise KWTV viewers about the details of the transition. In addition, KWTV will maintain a link on the station's website (<http://www.news9.com/>) regarding when and how to rescan during the transition. Transition and rescanning information will also be posted to the station's social media outlets.