

## FCC 388

### DTV Quarterly Activity Station Report

**Instructions**

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WTOK-TV/DT

Report reflects information for quarter ending (mm/dd/yy)

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Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D)    
  Option Two (B and D)    
  Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

Yes    
  No

**Simulcasting**

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes    
  No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign <b>WTOK-TV</b>	Channel Numbers Analog <u>11</u> <input checked="" type="checkbox"/> Digital <u>49</u> <input checked="" type="checkbox"/>		Community of License								
			City	State	County	Zip Code					
			Meridian	MS	Lauderdale	39301					
Licensee <b>GRAY TELEVISION LICENSEE, INC.</b>											
Above, check the Channel Number(s) to which this form applies.  11 / 49			Nielsen DMA  Meridian	World Wide Web Home Page Address  www.wtok.com							
Facility ID Number  4686	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 20px; text-align: center;">0</td> <td style="width: 20px; text-align: center;">6</td> <td style="width: 20px; text-align: center;">0</td> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">0</td> <td style="width: 20px; text-align: center;">5</td> </tr> </table>			0	6	0	1	0	5
0	6	0	1	0	5						

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes

No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes

No

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition- related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Ticklers (CSTs) Run – Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

235

Total 5:00 a.m. to 1:00 a.m. CSTs

20

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

42

Total 6:00 a.m. to 9:00 a.m. CSTs

4

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

n/a

Total 6:00 p.m. to 11:35 p.m. CSTs

n/a

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

39

Total 5:00 p.m. to 10:35 p.m. CSTs

5

Comments (add additional sheets where necessary):

The totals listed above include the required airings and voluntary airings of PSA's and CST's prior to the effective date of the FCC mandate.

**30 Minute Educational Programs - Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

1
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Comments (add additional sheets where necessary):

See Exhibit "A"

**100 -Day Countdown Eligible Pieces - Last Quarter** Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

\_\_\_\_\_ *Graphic Displays*

\_\_\_\_\_ *Animated Graphics*

\_\_\_\_\_ *Graphic and Audio Displays*

\_\_\_\_\_ *Longer Form Reminders*

Comments (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes

No

**30 Minute Educational Programs - Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives - Last Quarter** Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes     No

Comments (add additional sheets where necessary):  
  
See Exhibit "B"

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website?     Yes     No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

Yes     No

Comments (add additional sheets where necessary):  
  
See Exhibit "C"

**Additional DTV Outreach Efforts -- Last Quarter** Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

Speaking Engagements

Comments (add additional sheets where necessary):  
See Exhibit "D"

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):  
  
See Exhibit "E"

**STATION CERTIFICATION**

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing <b>Tim Walker</b>	Typed or Printed Title of Person Signing <b>General Manager</b>
Signature 	Date <b>April 8, 2008</b>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

WTOK-TV Form 288  
DTV Quarterly Activity Station Report  
for quarter ending 3/31/08

Exhibit "A"  
30 Minute Educational Programs

On February 17, 2008 at 5:30 PM, WTKO-TV aired a 30 minute program under the station's "On the Record" banner detailing the station's transition to digital. WTKO General Manager, Tim Walker, was the guest of program host John Johnson. This date was selected to mark the beginning of the one year countdown to the cutoff of analog television transmission.

Mr. Walker spoke in great detail of the history, implementation, requirements, and viewer impact of the Nation's digital television transition. Viewers were given complete information on who would be effected and how to apply for the government's DTV converter box subsidy program. They were also given information on where the converter boxes would be available. An actual box was shown and described on the program. The station received many inquiries after the program aired looking for answers to their questions about the process. Station staff members answered the questions by phone and email.

The "On the Record" program also aired on WTKO-DT2, our Fox affiliated channel at 11:30 AM the same day. Excerpts from the program were used to produce news stories that aired later that night and on the following day on WTKO's primary newscast and their rebroadcasts on WTKO-DT2.

Exhibit "B"  
Section D – Additional DTV On-air Initiatives

WTOK aired news stories on Sunday, February 17<sup>th</sup> and Monday, February 18, 2008 marking the beginning of the one year countdown to the analog shutoff. Station news reporter Lindsey Brown, a member of the NAB's DTV Speaker's Bureau, produced the stories detailing the digital television transition process. Her stories informed viewers of the government's DTV converter box voucher process, including where and how to apply and where to purchase the receivers. The details of how the transition would effect "over the air", cable and satellite viewers were explained.

The W TOK Promotions Department produced a 90 second vignette featuring W TOK anchors Wade Phillips and Lindsey Brown, recorded on the station's news set, that very clearly details, with both dialog and graphics, the need for and the process of acquiring a digital converter box in advance of the analog television shutoff. These vignettes air 49 times during the quarter on the analog and main digital channel. These airings were in addition to the required and voluntary 30 second DTV PSA's specified in Option 2 of the FCC digital transition notification activity guidelines. The vignettes also aired frequently on W TOK-DT2 and DT3 program streams.

Exhibit "C"  
Station Website Additional Activity

WTOK-TV's website, [www.wtok.com](http://www.wtok.com) , has a prominent link on the home page to [www.dtvanswers.com](http://www.dtvanswers.com) where viewers can find detailed information on the digital transition, apply for a voucher, and see a countdown to the analog shutoff. Also, all news stories related to the DTV transition that were produced and aired by W TOK were made available for viewing as "streaming video" on the website video flash player. Viewers had access to watch the stories on demand for several weeks after the air date.

Exhibit "D"  
Additional DTV Outreach – Speaking Engagements

WTOK General Manager, Tim Walker and Reporter/Anchor, Lindsey Brown, are registered on the Speaker's Bureau of the National Association of Broadcasters.

On Thursday, February 21, 2008, Tim Walker was invited to speak to the Meridian Lions Club at their regular weekly meeting. At that meeting, handouts from the NAB's DTV answers program were distributed and a presentation was made to the members regarding the DTV transition. The group included a large number of older adults who were confused about the impending changes. It was an opportunity to share with community members and leaders the details of the switch to digital. Many in attendance were "over the air" viewers, or had direct contact with segments of the community who rely heavily on broadcast reception. They were given the opportunity to put their hands on a DTV converter box, received information on applying for a voucher and where to buy them. This group was extremely receptive to learning and sharing what they learned about the switch. They also were interested in having us attend other civic groups that they were members of outside of Lions, to make the same presentation.

WTOK continues to promote our availability to speak to any organization that would benefit from the information.

Exhibit "E"  
Other Comments

As this report shows, WTOK-TV has taken a very proactive approach to informing the public of the digital television transition. Our PSA's and programs were airing long before the beginning of the FCC mandated campaign. In addition to the required PSA's, crawls, tickers, etc, WTOK has broadcasts a large number of vignettes and news stories informing our viewers of the impending change. We have used our digital multicast channels as additional outlets for PSA's and programs to reach as many people as possible, including those who may be "digital ready", but may have additional sets that may not be digital ready. We are working closely with the National Association of Broadcasters and the Mississippi Association of Broadcasters to coordinate our efforts and provide the most complete and understandable information possible.

WTOK-TV General Manager, Tim Walker, serves on the Mississippi Association of Broadcaster's "DTV Transition Committee". The committee's goal is to make sure that all broadcasters in the state are speaking with consistent information about the digital transition. The committee uses the Association's resources to reach out to our associates in radio, newspaper, and other media to spread the word about the digital transition. The committee also acts as a clearing house to get speakers in front of as many organizations in the state as possible.