

Angela Wheaten

From: Saved by Windows Internet Explorer 7
Sent: Thursday, July 10, 2008 3:01 PM
Subject: DTV Quarterly Activity Station Report
Attachments: ATT1379404.dat; ATT1379405.dat

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -	
Licensee WXON LICENSE, INC.					
Call Sign WMYD		Facility Id 74211		Previous Call Sign (if applicable) WDWB	
Community of License					
City		State	County		Zip Code
DETROIT		MI	WAYNE		48034 -
Nielsen DMA DETROIT		World Wide Web Home Page Address WWW.TV20DETROIT.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	20				
<input checked="" type="checkbox"/> Digital	21				
Report reflects information for quarter ending: 06/30/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:					
<input checked="" type="radio"/> DTV Education Report					
<input type="radio"/> Amendment		File Number -			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

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 Tickers (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	312
Total 5:00 a.m. to 1:00 a.m. CSTs	214
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	53
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	93
Total 6:00 p.m. to 11:35 p.m. CSTs	64
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments: WMYD(TV) BEGAN OUR EDUCATIONAL RELATED PARTICIPATION IN THE BROADCASTING OF DTV TRANSITION-RELATED PSAS FOR OUR COMMUNITY IN NOVEMBER, 2007. WMYD AIRED 179 :15 SECOND PSA'S OF WHICH 90.5 ARE REPRESENTED IN THE 5AM-1AM TOTAL ABOVE. IN ADDITION WMYD(TV) AIRED 140 :30 PSAS BETWEEN 6AM-12:30 ON OUR DIGITAL MULTI-CAST CHANNEL WHICH AREN'T INCLUDED IN THE COUNT ABOVE. THE NUMBER REPORTED ABOVE REFLECTS THE TOTAL NUMBER OF PSAS BROADCAST ON WMYD(TV) FOR SECOND QUARTER, 2008. WMYD (TV) BELIEVES THAT WE'VE COMPLIED FULLY WITH THE REQUIREMENTS OF OPTION B FOR THE SECOND QUARTER FOR WHICH THE FCC'S DTV CONSUMER EDUCATION REQUIREMENTS WERE IN EFFECT.	

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	6
Comments: WMYD (TV) SCHEDULED THE HALF HOUR INFORMATIONAL PROGRAM: THE COUNTDOWN TO DTV~ ARE YOU READY? WHICH WAS DEVELOPED BY THE NAB, EVERY MONTH DURING THIS QUARTER BEGINNING APRIL 4, 2008.	

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?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
9	<i>Longer Form Reminders</i>

Comments:
 WMYD (TV) AIRED ONE MINUTE NEWS STORIES ON THE "ANNIVERSARY" DATE OF THE TRANSITION [THE 17TH]. THE STORY AIRED 3 TIMES DURING 3 DIFFERENT DAYPARTS ON THAT DATE [I.E. 10 MONTHS, 9 MONTHS, ETC.] WMYD (TV) WILL ALSO COMPLY WITH THE ONE HUNDRED DAY COUNTDOWN SCHEDULE AS SET FORTH IN OPTION 2.

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:
 WMYD (TV) DEVELOPED A PROMOTIONAL SPOT AND WEB INFORMATION FOR THE NAB'S DTV TREKKER WHICH VISITED METRO DETROIT LOCATIONS FOR ONE WEEK DURING THE QUARTER.

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:
 WMYD (TV) HAS A FULL PAGE DEDICATED TO DIGITAL TRANSITION, FAQ'S WHICH INCLUDES LINKS TO KEY WEBSITES SUCH AS DTV.GOV AND DTVANSERS.COM AS WELL AS STREAMING VIDEO.

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:
 WMYD(TV) PARTICIPATED IN THE MICHIGAN ASSOCIATION OF BROADCASTERS TOWN HALL MEETINGS -2 SPEAKING ENGAGEMENTS ON DTV TO THE COMMUNITY DURING 2ND QUARTER, 2008.

Community Events
 Comments:
 WMYD(TV) DISTRIBUTED LITERATURE AT ELEVEN [11] COMMUNITY EVENTS IN METRO DETROIT - MINIMUM 75 TO MAXIMUM 200 PARTICIPANTS PER EVENT DURING SECOND QUARTER, 2008.

Other (describe)
 Comments:

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

Comments:
 OF NOTE: OUR CHIEF ENGINEER ATTENDED DTV WORKSHOPS THAT WERE SPECIFICALLY SET UP FOR

TECHS BY OUR ASSOCIATION TO ARM BROADCASTERS WITH WHAT THEY NEED TO KNOW. ALSO BROADCAST TELEVISION STATIONS IN METRO DETROIT ARE COOPERATING WITH THE MAB FOR A COMMUNITY EVENT TO BE HELD DURING THE THIRD QUARTER.

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	Typed or Printed Title of Person Signing EXE. ASST. TO PRES/COMM. AFFAIRS
Signature SHARON MCCLENDON	Date (mm/dd/yyyy) 07/10/2008

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