

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -
Licensee WXON LICENSE, INC.			
Call Sign WMYD	Facility Id 74211	Previous Call Sign (if applicable) WDWB	
Community of License			
City DETROIT	State MI	County WAYNE	Zip Code 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: 12/31/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? radio button not selected Option One (A and D) radio button selected Option Two (B and D) radio button not selected 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	904
Total 5:00 a.m. to 1:00 a.m. CSTs	254
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	245
Total 6:00 a.m. to 9:00 a.m. CSTs	7
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	343
Total 6:00 p.m. to 11:35 p.m. CSTs	109
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 PSA'S FOUR OUR COMMUNITY IN NOVEMBER, 2007. WMYD AIRED 474 :15 PSA'S RELATED TO THE 100 DAY COUNTDOWN, DTV SOFT	

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
Comments:	
WMYD {TV} THE HALF HOUR INFORMATIONAL PROGRAM: THE COUNTDOWN TO DTV-ARE YOU READY? WHICH WAS DEVELOPED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.	

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?	
35	Graphic Displays
16	Animated Graphics
	Graphic and Audio Displays
	Longer Form Reminders

Comments:

IN ADDITION TO THE DAILY GRAPHIC DISPLAY 100 DAY COUNTDOWN GRAPHICS, WMYD(TV) AIRED A TOTAL OF 346 :15 SECOND COUNTDOWN PROMOTIONAL PSA'S THROUGHOUT DIFFERENT DAY PARTS EACH DAY FOR WMYD VIEWERS. THE PSA'S

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	
OUR STATION RAN 3 STORIES IN OUR NEWS IN ADDITION TO THE MENTIONS AND COUNTDOWN DURING OUR NEWSCAST.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	
WMYD HAS A FULL PAAGE DEDICATED TO DITIGAL TRANSTION, FAQ'S WHICH INCLUDES LINKS TO KEY WEBSITES SUCH AS DTV.GOV AND DTVANSWERS.COM WE POSTED INFORMATION ON OUR COMMUNITY DEMONSTRATION & INFORMATION PROGRAMS	
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.	
<input checked="" type="checkbox"/> Speaking Engagements	
Comments:	
WMYD (TV) PARTICIPATED IN TWO [2] SPEAKING ENGAGEMENTS ON DTV TO THE COMMUNITY DURING 4TH QUARTER, 2008.	
<input checked="" type="checkbox"/> Community Events	
Comments:	
AT THE 14 COMMUNITY/PROMOTIONAL EVENTS THAT WE SPONSOR - WE DISTRIBUTED INFORMATION ABOUT THE DIGITAL TRANSITION AND ANSWERED QUESTIONS. ABOUT 40-50 PERSONS HAD QUESTIONS PER EVENT. [ATTENDANCE A FEW	
<input checked="" type="checkbox"/> Other (describe)	
Comments:	

ON THE FIRST DAY OF THE COUNTDOWN [NOVEMBER 10TH - DAY 100] WE HELD DEMONSTRATIONS, HELPED PEOPLE SIGN UP FOR THE COUPON PROGRAM, DISTRIBUTED LITERATURE AND ANSWERED QUESTIONS. WE ALSO DID THIS AT A VOTER

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

Comments:

ALL DETROIT STATIONS PARTICIPATE WITH OUR STATE ASSOCIATION IN TELEPHONE CONFERENCES SHARING INFORMATION ON QUESTIONS FROM THE COMMUNITY & NEW INFORMATION. ALL STATIONS PARTICIPATE IN TEST YOUR TV TUESDAYS - A

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
Signature	Date (mm/dd/yyyy)

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. 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.

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