

Federal Communications Commission

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Description: FIRST QUARTER 2009 DTV EDUCATION REPORT
Application Reference Number: 20090410AKG
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090410AKG	
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: 03/31/2009					
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	655
Total 5:00 a.m. to 1:00 a.m. CSTs	1207
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	110
Total 6:00 a.m. to 9:00 a.m. CSTs	171

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	296
Total 6:00 p.m. to 11:35 p.m. CSTs	349
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	
<p>Comments:</p> <p>WMYD (TV) BEGAN OUR EDUCATIONAL RELATED PARTICIPATION IN THE BROADCASTING OF DTV TRANSITION-RELATED PSA'S FOUR OUR COMMUNITY IN NOVEMBER, 2007. WMYD AIRED 85 :15 PSA'S RELATED TO THE 100 DAY COUNTDOWN, DTV SOFT TEST & GENERAL PSA'S. OF THE 85 :15 SPOTS, 42.5 ARE REPRESENTED ABOVE IN THE 5AM-1AM TOTAL. THE NUMBERS REPORTED ABOVE REFLECT THE TOTAL NUMBERS OF PSAS BROADCAST ON WMYD (TV) FOR FIRST QUARTER, 2009. TV20 ALSO AIRED A LIKE NUMBER OF PSA'S ON OUR DIGITAL MULTI-CAST CHANNEL WHICH ARE NOT INCLUDED IN THE COUNT ABOVE. THE STATION TERMINATED ANALOG ON FEBRUARY 17, 2009 AND AFTER THAT TIME THE PSA'S AND CST'S AIRED ONLY ON THE STATION'S PRIMARY DIGITAL STREAM. WMYD(TV) BELIEVES THAT IT HAS FULLY COMPLIED WITH THE REQUIREMENTS OF OPTION B FOR THE FIRST QUARTER FOR WHICH THE FCC'S DTV CONSUMER EDUCATION REQUIREMENTS WERE IN EFFECT.</p>	

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 June 12, 2009.	
Total number of 30 Minute Informational Programs	1
<p>Comments:</p> <p>WMYD(TV) SCHEDULED THE HALF HOUR INFORMATIONAL PROGRAM: THE COUNTDOWN TO DTV~ ARE YOUR READY? WHICH WAS DEVELOPED BY THE NAB.</p>	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
48	<i>Graphic Displays</i>
48	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
<p>Comments:</p> <p>WMYD (TV)TERMINATED ANALOG BROADCASTS ON FEBRUARY 17, 2009. BETWEEN JANUARY 1ST AND FEBRUARY 17TH, WMYD(TV)AIRED A TOTAL OF 313 COUNTDOWN TO DTV GRAPHIC DISPLAYS.</p>	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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: WMYD (TV) RAN 10 STORIES IN OUR NEWS IN ADDITION TO THE MENTIONS AND COUNTDOWN DURING OUR NEWSCAST WHICH INCLUDED THE TOWN HALL MEETING IN JANUARY WITH FCC COMMISSIONER KOOPS & CONGRESSMAN JOHN CONYERS. WMYD HELPED PROMOTE THE EVENT VIA E-BLASTS TO COMMUNITY GROUPS & WORKED WITH URBAN RADIO STATIONS TO GET SENIORS & OTHERS TO PARTICIPATE IN THE TOWN HALL MEETING, IN ADDITION TO OUR ON AIR EFFORTS.	
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: 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 JANUARY.	
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 1ST QUARTER, 2009.	
<input checked="" type="checkbox"/> Community Events Comments: WE DISTRIBUTED INFORMATION ABOUT THE DIGITAL TRANSITION AND ANSWERED QUESTIONS AT THE TOWN HALL MEETING AND COMMUNITY MEETING. HIRED A TEMP TO DIRECT CALLS POST TRANSITION TO OUR ENGINEERS AND TRANSITION TEAM TO ASSIST CALLERS WITH THEIR .	
<input checked="" type="checkbox"/> Other (describe) Comments: [1] ALL DETROIT STATIONS PARTICIPATE WITH OUR STATE ASSOCIATION IN TELEPHONE CONFERENCES SHARING INFORMATION ON QUESTIONS FROM THE COMMUNITY & ANY NEW INFORMATION ABOUT THE DIGITAL TRANSITION. [2] ALL STATIONS PARTICIPATE IN TEST YOUR TV TUESDAYS - A WEEKLY SOFT TEST THAT'S PROMOTED EVERY WEEK PRIOR TO THE ACTUAL TEST ON TUESDAY THE INFORMATION WAS ALSO INCLUDED ON OUR WEB SITE. [3] WE WORKED WITH OUR ASSOCIATION TO ORGANIZE THE TOWN HALL MEETING & ALL DETROIT STATIONS MET WITH FCC COMMISSIONER KOOPS TO SHARE OUR CONCERNS & INFORM HIM OF OUR COLLECTIVE EFFORTS - WHICH HE PRAISED. [4] AS REQUIRED WMYD (TV) AIRED A NIGHTLIGHT MESSAGE ON OUR ANALOG STREAM FROM WHICH LET VIEWERS KNOW THAT WE TERMINATED ANALOG BROADCASTS. WE AIRED AN EXTENDED MESSAGE ON OUR ANALOG STREAM THAT TOLD PEOPLE IF THEY WERE VIEWING THIS MESSAGE THEY WEREN'T READY FOR THE TRANSITION TO DIGITAL... THAT WE ARE DIGITAL ONLY. WE ALSO INCLUDED INFORMATION ON GETTING A CONVERTER BOX, DEMONSTRATED HOW TO CONNECT IT TO AN ANALOG SET AND TALKED ABOUT THE NEED FOR AN ANTENNA. THIS MESSAGE WAS JUST OVER 3 MINUTES LONG, WAS LOOPED AND AIRED FROM MIDNIGHT FEBRUARY 17TH THROUGH MARCH 4, 2009 AS MANDATED.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: WMYD (TV) TERMINATED ANALOG BROADCASTS ON FEBRUARY 17, 2009. AS A RESULT, WMYD'S DTV	

CONSUMER EDUCATION OBLIGATIONS TERMINATED ON MARCH 13, 2009.

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 SHARON MCCLENDON
Signature SHARON MCCLENDON	Date (mm/dd/yyyy) 04/09/2009

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-PERF, 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.