

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 106760

Description: WNCF 1Q, 2009 FORM 388
Application Reference Number: 20090410ANF
Successfully filed at Apr 10 2009 3:15PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -20090410ANF	
Licensee CHANNEL 32 MONTGOMERY LLC			
Call Sign WNCF	Facility Id 72307	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
MONTGOMERY	AL	MONTGOMERY	36109 -
Nielsen DMA MONTGOMERY-SELMA	World Wide Web Home Page Address WWW.WNCFTV.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	32		
<input checked="" type="checkbox"/> Digital	51		
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	550
Total 5:00 a.m. to 1:00 a.m. CSTs	336

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	101
Total 6:00 a.m. to 9:00 a.m. CSTs	55

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

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	159
Total 5:00 p.m. to 10:35 p.m. CSTs	136

Comments:
THE STATION AIRED PSAS AND CSTS PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.

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	3
--	---

Comments:
A 30 MINUTE PROGRAM PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS AIRED ON JANUARY 11, 2009 AT 12PM; FEBRUARY 1, 2009 AT 12:30PM; AND MARCH 29, 2009 AT 11:35PM.

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.

0	Graphic Displays
0	Animated Graphics
59	Graphic and Audio Displays
59	Longer Form Reminders

Comments:
WNCF RAN DTV COUNTDOWN PIECES AS REQUIRED PRIOR TO THE FEBRUARY 17, 2009 DTV TRANSITION DEADLINE. WE SUSPENDED THESE COUNTDOWN PIECES ON FEBRUARY 15, 2009 AFTER CONGRESS VOTED TO DELAY THE DTV TRANSITION DATE. IN ANTICIPATION OF A NEW COUNTDOWN REQUIREMENT, AND IN ORDER TO ENSURE OUR VIEWERS ARE PREPARED FOR OUR TRANSITION IN APRIL, WE BEGAN RUNNING COUNTDOWN REMINDERS AGAIN ON MARCH 17, 2009. ACCORDINGLY, THE STATION RAN AT LEAST ONE DTV COUNTDOWN REMINDER ON EACH OF 60 DAYS DURING THE QUARTER.

--

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: THE STATION'S WEBSITE PROVIDES A LINK TO WWW.DTV2009.GOV, WHICH PROVIDES INFORMATION COVERING DTV, THE DTV TRANSITION, AND THE CONVERTER BOX COUPON PROGRAM.	
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: THE STATION'S GENERAL MANAGER APPEARED ON GOOD MORNING ALABAMA ON WNCN-TV TWICE IN THE MONTH OF FEBRUARY TO DISCUSS THE DTV TRANSITION AND ANSWER VIEWERS' QUESTIONS.	
<input checked="" type="checkbox"/> Community Events Comments: THE "ANTENNAS DIRECT" BUS TOUR EVENT WAS ON SITE AT WNCN STUDIOS ON MONDAY, FEBRUARY 2, 2009 FROM 12:00-5:00 P.M. VIEWERS STOPPED BY WITH QUESTIONS AND WERE EDUCATED ON ANTENNA USE FOR THE DIGITAL TRANSITION. ANTENNAS DIRECT GAVE VIEWERS INFORMATION ON WHAT KIND OF ANTENNA THEY WILL NEED BASED ON THEIR ADDRESS. ANTENNAS DIRECT ALSO GAVE AWAY APPROXIMATELY 100 FREE ANTEANNAS. AN ANALOG TV, CONVERTER BOX, AND ANTENNAE IS SET UP IN THE STATION'S LOBBY TO SHOW THE PUBLIC HOW TO RECEIVE THE DIGITAL TRANSMISSION OVER THEIR AIR.	
<input checked="" type="checkbox"/> Other (describe) Comments: THE STATION PLACED SIGNAGE, FLYERS, AND PRINTED MATERIALS ABOUT THE DTV TRANSITION AT LOCAL ELECTRONICS RETAILERS.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

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 PRESIDENT
Signature LOUIS WALL	Date (mm/dd/yyyy) 04/10/2009

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-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.