

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>		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	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: 09/30/2008			
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
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>Application Purpose:</b>			
<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**

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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	407
Total 5:00 a.m. to 1:00 a.m. CSTs	235
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	99
Total 6:00 a.m. to 9:00 a.m. CSTs	6
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	153
Total 6:00 p.m. to 11:35 p.m. CSTs	92
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 FOR OUR COMMUNITY IN NOVEMBER, 2007. WMYD AIRED 155 :15 SECOND PSA'S OF WHICH 77.5 ARE REPRESENTED IN THE 5AM-1AM TOTAL ABOVE. IN ADDITION, WMYD(TV) AIRED THE SAME NUMBER OF PSA'S ON OUR DIGITAL MULTI-CAST CHANNEL, NONE OF WHICH ARE INCLUDED IN THE COUNT ABOVE. THE NUMBER REPORTED ABOVE REFLECTS THE TOTAL NUMBER OF PSA'S BROADCAST ON WMYD(TV) FOR THIRD QUARTER, 2008. WMYD(TV) BELIEVES THAT WE'VE FULLY COMPLIED WITH THE REQUIREMENTS OF OPTION B FOR THE THIRD 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	3
Comments: WMYD(TV) SCHEDULED THE HALF HOUR INFORMATIONAL PROGRAM: THE COUNTDOWN TO DTV~ ARE YOU READY? WHICH WAS DEVELOPED BY THE NAB EACH MONTH DURING THIS QUARTER.	

**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?
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0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: WMYD(TV) WILL COMPLY WITH THE ONE HUNDRED DAY COUNTDOWN SCHEDULE AS SET FORTH IN OPTION 2.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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) 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. 6 MONTHS, 5MONTHS, ETC.] WMYD(TV)AIRED 3 ADDITIONAL NEWS STORIES ON DTV, DEVELOPED A PROMOTIONAL SPOT FOR THE MAB'S DETROIT DTV DAY.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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(TV)HAS A FULL PAGE DEDICATED TO DIGITAL TRANSITION, FAQ'S WHICH INCLUDES LINKS TO KEY WEBSITES SUCH AS DTV.GOV AND DTVANSWERS.COM AS WELL AS STREAMING VIDEO.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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 THE MAB'S DETROIT DTV DAY EDUCATION PROGRAM, AND AT A COMMUNITY LUNCHEON FOR AN AREA ROTARY CLUB.	
<input checked="" type="checkbox"/> Community Events	
Comments: WMYD(TV) DISTRIBUTED LITERATURE AT TEN[10] COMMUNITY EVENTS IN METRO DETROIT 100 MINIMUM TO MAXIMUM 100K - AT ANY GIVEN EVENT WE'D DISTRIBUTE ABOUT 600 MAX. WE ALSO SET UP A DTV BOOTH TO ANSWER QUESTIONS, GIVE INFORMATION & DEMONSTRATE HOW TO HOOK UP A CONVERTER BOX AT A VOTER REGISTRATION EVENT.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: OF NOTE, OUR STATION PARTICIPATES ON A DTV COMMITTEE WITH OTHER METRO DETROIT STATIONS TO DEVELOP COMMUNITY EVENTS, AND SHARE INFORMATION ON WHAT OUR EXPERIENCES ARE WITH	

VIEWERS AND ON PUTTING TOGETHER PSA'S THAT EVERYONE CAN USE TO HELP VIEWERS THROUGH THE TRANSITION. SEVERAL EVENTS ARE PLANNED FOR FOURTH QUARTER, 2008.

**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 EXE. ASST. TO PRES/COMM. AFFAIRS
Signature SHARON MCCLENDON	Date (mm/dd/yyyy) 10/09/2008

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).

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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.

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