

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
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<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>	FOR COMMISSION USE ONLY FILE NO. -20090409AGU
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Licensee WDFX LICENSE SUBSIDIARY, LLC		
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Call Sign WDFX-TV	Facility Id 32851	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
OZARK	AL	DALE	36301 - 5059

Nielsen DMA DOTHAN	World Wide Web Home Page Address MYFOX34.TV	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	34	
<input checked="" type="checkbox"/> Digital	33	

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)?  
 Option One (A and D)  Option Two (B and D)  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
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**Simulcasting:**

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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**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**

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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	862
Total 5:00 a.m. to 1:00 a.m. CSTs	385
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	130
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	
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	309
Total 5:00 p.m. to 10:35 p.m. CSTs	207
Comments: THE FOX NETWORK RAN ADDITIONAL PSA'S BETWEEN 5:00 AND 10:35 PM UTILIZING THE NAB/DIGITAL TRANSITION AND TALENT CUSTOMIZED SPOTS. THE 309 PSA'S AIRED BETWEEN 5:00 AND 10:35 PM AS WELL AS THE OTHER 553 SPOTS AIRED BETWEEN 5AM AND 1AM WERE RUN LOCALLY UTILIZING NAB CAMPAIGN AND RAYCOM PRODUCED BIG SWITCH SPOTS. ALL OF THE SPOTS CONTAINED TAG INFORMATION REFERING VIEWERS TO AN FCC, NAB OR MYFOX34.TV WEBSITE OR A PHONE NUMBER WHERE THEY COULD OBTAIN MORE INFORMATION. IN ADDITION TO THE ABOVE :30 SECOND PSA'S, WDFX-TV RAN DOZENS OF :60, :30, :20 AND :15 SECOND PSA'S NOT INCLUDED IN THE TOTALS ABOVE. THESE SPOTS WERE ADDED AS LOG FILL DAILY WHEN THERE WERE OPEN AVAILS. ALL PSA'S WERE CLOSED CAPTIONED.	

**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	0
Comments: WDFX-TV RAN TWO DIFFERENT HALF HOUR DTV INFORMATIONAL PROGRAMS LAST QUARTER.	

**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.

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

Comments:  
 THE GRAPHIC DISPLAYS WERE POP-UPS WHICH AIRED OVER PROGRAMMING. THEY CONTAINED A GRAPHIC COUNTING DOWN THE DAYS UNTIL THE FEBRUARY 17TH TRANSITION. AS SOON AS THE NEW TRANSITION DATE WAS ANNOUNCED THIS COUNTDOWN WAS SUSPENDED. WE RESUMED THE COUNTDOWN TO THE NEW JUNE 12TH DATE AT 100 DAYS OUT. THAT COUNTDOWN CONTINUES.THE GRAPHIC AND AUDIO DISPLAYS ARE ATTACHED TO OUR LEGAL ID'S AND FOLLWED THE SAME SCHEDULE AS OUTLINED IN OUR GRAPHIS DISPLAYS ABOVE.

**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 type="radio"/> Yes <input checked="" type="radio"/> No

Comments:

<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:  
 THE WDFX-TV WEBSITE, MYFOX34.TV CONTAINED A DEDICATED INFORMATION PAGE UNDER THE "BIG SWITCH". AFTER THE FEB 17TH DATE WAS CHANGED WE COMPLETELY REVISED THE PAGE WITH UPDATED INFORMATION AND TO DIRECT VIEWERS TO FCC WEBSITES INCLUDING DTV ANSWERS TO OBTAIN THE NEW INFORMATION. THE COUNTDOWN CLOCK FEATURED ON OUR WEBSITE WAS SUSPENDED WITH THE DATE CHANGE BUT HAS SINCE RESUMED THE COUNTDOWN AT 100 DAYS FROM THE NEW JUNE 12TH DATE.

<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.	

Speaking Engagements

Comments:

Community Events

Comments:

Other (describe)

Comments:

WE REPRINTED OUR TRI-FOLD PAMPHLET WITH INFORMATION ABOUT THE NEW DATE. HEAVY EMPHASIS ABOUT COUPONS, ANTENNAS AND THE IMPORTANCE OF RE-SCANNING YOUR TV WAS ALSO UPDATED. THESE PAMPLETS WERE GIVEN OUT AT COMMUNITY EVENTS AND ACTIVITIES IN THE DOTHAN AREA. THEY ARE ALSO AVAILABLE AT THE STATION AND WILL BE MAILED TO VIEWERS UPON REQUEST.

**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  
GENERAL MANAGER

Signature

ERICK STEFFENS

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-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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