

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -
Licensee WDFX LICENSE SUBSIDIARY, LLC			
Call Sign WDFX-TV		Facility Id 32851	Previous Call Sign (if applicable)
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
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: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?			<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?			<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, Complete Section E			
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
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 Countdown piece per day during the 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	203
Total 5:00 a.m. to 1:00 a.m. CSTs	303
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	23
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Atlantic, 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 Alaskan, 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	48
Total 5:00 p.m. to 10:35 p.m. CSTs	172
Comments:	
THE FOX NETWORK RAN ADDITIONAL PSA'S BETWEEN 5:00 AND 10:35PM UTILIZING THE NAB/DIGITAL TRANSITION AND TALENT CUSTOMIZED SPOTS. THE 48 PSA'S AIRED BETWEEN 5:00 AND 10:35 PM AS WELL AS THE OTHER 155 SPOTS AIRED BETWEEN 5AM AND 1AM WERE RUN LOCALLY UTILIZING NAB PRODUCED DTV CONVERSION SPOTS AND LOCALLY PRODUCED SPOTS . ALL OF THE SPOTS CONTAINED INFORMATION REFERING VIEWERS TO AN FCC OR MYFOX34.TV WEBSITE OR FCC AND LOCAL PHONE NUMBERS WHERE THEY COULD OBTAIN MORE INFORMATION OR GET HELP WITH CONVERTER BOX/ANTENNA INSTALLATION. IN ADDITION TO THE ABOVE :30 SECOND PSA'S, WDFX-TV RAN DOZENS OF 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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).

Total number of 30 Minute Informational Programs	1
Comments: WDFX-TV RAN THE NEW NAB PRODUCED PROGRAM WHICH STRONGLY HIGHLIGHTED ANTENNAS AND SCANNING.	

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

170	Graphic Displays
0	Animated Graphics
186	Graphic and Audio Displays
0	Longer Form Reminders
Comments: THE GRAPHIC DISPLAYS WERE POP-UPS WHICH AIRED OVER PROGRAMMING. THEY CONTAINED A GRAPHIC COUNTING DOWN THE DAYS UNTIL THE JUNE 12TH TRANSITION. THE GRAPHIC AND AUDIO DISPLAYS WERE ATTACHED TO OUR LEGAL ID'S AND RAN ON A DAILY BASIS	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ALMOST ALL OF THE PSA'S AIRED DURING THE QUARTER CENTERED AROUND ANTENNAS, RESCANNING AND WHERE TO GET HELP. THESE WERE THE MOST PREVALENT PROBLEMS IN OUR MARKET AND WERE THE ONES WE ADDRESSED ON AIR. THE HELP CENTER NOTICES WERE PRESENTED AS BEING AVAILABLE BY PHONE, ON THE WEB OR IN PERSON. THERE WAS ALSO	

A PROGRAM TO HAVE PEOPLE SENT TO HOMES TO HELP WITH INSTALLATION OF CONVERTER BOXES AND ANTENNAS.

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: REPORTS WERE AIRED ON OUR NEWS AT NINE ABOUT THE TRANSITION AND THE MOST PREVELENT PROBLEMS FACING VIEWERS.	
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 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. PHONE NUMBERS WERE ALSO POSTED. THE COUNTDOWN CLOCK FEATURED ON OUR WEBSITE WAS SUSPENDED FOR A SHORT TIME AFTER FEB 17 AND RESUMED THE COUNTDOWN AT 100 DAYS FROM THE NEW JUNE 12TH DATE.	
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 type="checkbox"/> Speaking Engagements	
Comments:	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> 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 WERE ALSO AVAILABLE AT THE STATION AND WILL BE MAILED TO VIEWERS UPON REQUEST. MATERIAL SUPPLIED BY AN IN MARKET FCC REPRESENTATIVE WAS ALSO PROMINENTLY DISPLAYED AND AVAILABLE AT THE STATION. A CONVERTER BOX AND ANTENNA WAS SET UP IN THE LOBBY TO SHOW HOW THEY WORKED.

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 B. STEFFENS	Date (mm/dd/yyyy) 07/08/2009

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.