

Federal Communications Commission

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Account number: 732343

Description: WNAC 4TH QTR 08 DTV ACTIVITY REPORT

Application Reference Number: 20090112AEX

Successfully filed at Jan 12 2009 11:04AM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090112AEX	
Licensee WNAC, LLC					
Call Sign WNAC-TV		Facility Id 73311		Previous Call Sign (if applicable)	
Community of License					
City	State	County		Zip Code	
PROVIDENCE	RI	PROVIDENCE		02914 -	
Nielsen DMA PROVIDENCE-NEW BEDFORD		World Wide Web Home Page Address WWW.FOXPROVIDENCE.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	64				
<input checked="" type="checkbox"/> Digital	54				
Report reflects information for quarter ending: 12/31/2008					
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	
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	288
Total 5:00 a.m. to 1:00 a.m. CSTs	285
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	55
Total 6:00 a.m. to 9:00 a.m. CSTs	62
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	89
Total 6:00 p.m. to 11:35 p.m. CSTs	77
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:	

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	7
Comments:	

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?	
0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
201	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON DECEMBER 17, 2008 WNAC CONDUCTED A DTV TEST DAY. THE ANALOG WAS SHUT OFF FOR 1/2 HOUR DURING 11A-11:30A, 12:30P-1P, 4:30P-5P, 7:30P-8P, AND 9:30P-10P. PRIOR TO DECEMBER 17 THE "TEST" WAS HEAVILY PROMOTED ON-AIR. DURING EACH SHUT OFF, WNAC RAN A 30 MINUTE DTV SPECIAL WITH A SLATE AND CRAWL INSTRUCTING VIEWERS TO TO CALL A LOCAL PHONE NUMBER FOR MORE INFORMATION. A PHONE BANK WAS SET UP FOR THE ENTIRE DAY AND RECEIVED APPROXIMATELY 5,000 VIEWER CALLS . MOST CALLS WERE QUESTIONS ABOUT ANTENNA/SIGNAL AND HOW TO GET A COUPON. WNAC ALSO HAD ENGINEERS ON HAND TO HELP VIEWERS SET UP	

THE CONVERTER BOX OVER THE PHONE.
 WNAC RAN NEWS STORIES ON 12/16/08 ANNOUNCING THE DTV TEST DAY AND 12/17/08 WITH INFORMATION ABOUT PREPARING FOR THE TEST.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? Yes 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. Yes No

Comments:
 WNAC HAS A WEB PAGE ENTITLED "ALL ABOUT DTV", DEVOTED TO THE DIGITAL TRANSITION. ALSO CONTAINS A VIDEOLINK TO DTV TRANSITION PSA

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.

Speaking Engagements
 Comments:
 SPOKE WITH 5 LOCAL SENIOR CENTERS.

Community Events
 Comments:
 DTV TEST DAY, DECEMBER 17, 2008.

Other (describe)
 Comments:

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 ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 01/12/2009

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