

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -	
Licensee GRAY TELEVISION LICENSEE, INC.					
Call Sign WTOK-TV		Facility Id 4686		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MERIDIAN		MS	LAUDERDALE		39301 -
Nielsen DMA MERIDIAN		World Wide Web Home Page Address WWW.WTOK.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	11				
<input checked="" type="checkbox"/> Digital	49				
Report reflects information for quarter ending: 06/30/2008					
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	
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	292
Total 5:00 a.m. to 1:00 a.m. CSTs	240

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	53
Total 6:00 a.m. to 9:00 a.m. CSTs	33

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	74
Total 5:00 p.m. to 10:35 p.m. CSTs	62

Comments:

IN ADDITION TO THE REQUIRED SPOTS AIRED ON THE MAIN CHANNEL, WTOK'S DIGITAL MULTICAST CHANNELS AIRED AN ADDITIONAL 720 :30 SECOND SPOTS FOR THE DTV TRANSITION. BOTH CHANNELS HAVE SIGNIFICANT ANALOG CABLE AND SATELLITE DISTRIBUTION.

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	0
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Comments:

THREE (3) 1/2 HOUR DTV TRANSITION PROGRAMS AIRED ON OUR 3RD DIGITAL MULTICAST STREAM ON THE FOLLOWING DATES AND TIMES:
 APRIL 25, 2008 11:30AM
 MAY 22, 2008 12:00PM
 JUNE 2, 2008 12:00PM

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

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: WTOK-TV AIRED A LIVE NEWS REPORT WITH STATION GENERAL MANAGER REGARDING THE DTV TRANSITION ON APRIL 24, 2008. THE DISCUSSION SURROUNDED THE STATIONS DTV TRANSITION BOOTH AT THE EAST MISSISSIPPI BUSINESS DEVELOPMENT CORP. BUSINESS AND INDUSTRY EXPO AT THE LAUDERDALE COUNTY AGRICULTURAL CENTER.	
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: WTOK'S WEBSITE CONTAINS INFORMATION FOR THE PUBLIC REGARDING THE DTV TRANSITION AND THE INFORMATION NEEDED FOR VIEWERS TO REQUEST VOUCHERS FOR DTV CONVERTERS. ALSO, STREAMING VIDEO OF OUR NEWS STORY REGARDING THE SWITCH TO DIGITAL PRODUCED ON APRIL 24, 2008 WAS AVAILABLE FOR VIEWING FOR TWO WEEKS AFTER THE ORIGINAL BROADCAST AND POSTING.	
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 checked="" type="checkbox"/> Community Events Comments: WTOK DISPLAYED AND MANNED A BOOTH AT THE ANNUAL "MAIN EVENT" BUSINESS AND INDUSTRY EXPO ON APRIL 24, 2008. THE BOOTH, PROVIDED BY THE NAB AND THE MISSISSIPPI ASSOCIATION OF BROADCASTERS, WAS ENTIRELY DTV TRANSITION RELATED. IT WAS LARGE, COLORFUL, AND ASKED THE QUESTION, "WILL YOU BE READY?". A DIGITAL TV AND AN ANALOG TV WITH DIGITAL CONVERTER BOX WERE DISPLAYED AND WERE EXPLAINED IN DETAIL TO BOOTH VISITORS. OVER 2000 INDIVIDUALS WERE EXPOSED TO THE BOOTH THAT DAY. THE WTOK "LIVE AT FIVE" PROGRAM WAS BROADCAST FROM THE BOOTH.	
<input type="checkbox"/> 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 GENERAL MANAGER
Signature TIM WALKER	Date (mm/dd/yyyy) 07/09/2008

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).

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.