

## FCC 388

### DTV Quarterly Activity Station Report

**Instructions**

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WILX

Report reflects information for quarter ending (mm/dd/yy)

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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?

Yes    
  No

**Simulcasting**

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes    
  No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream.

<u>Call Sign</u>  WILX	Channel Numbers	Community of License									
	Analog <u>10</u> <input checked="" type="checkbox"/>	City	State	County	Zip Code						
Digital <u>57</u> <input checked="" type="checkbox"/>	Onondaga	MI	Ingham	48911							
Licensee											
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA	World Wide Web Home Page Address								
		112	www.wilx.com								
Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)									
6863	NA	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">0</td> <td style="width: 20px; text-align: center;">0</td> <td style="width: 20px; text-align: center;">1</td> <td style="width: 20px; text-align: center;">0</td> <td style="width: 20px; text-align: center;">5</td> </tr> </table>				1	0	0	1	0	5
1	0	0	1	0	5						

**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

61

Total 5:00 a.m. to 1:00 a.m. CSTs

38

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

8

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

20

Total 6:00 p.m. to 11:35 p.m. CSTs

12

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

NA

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

NA

Comments (add additional sheets where necessary):

See Attachment labeled "A"

**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.

Yes     No

Comments (add additional sheets where necessary):  
See attachment labeled "B"

**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 (add additional sheets where necessary):  
See attachment labeled "C"

**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 (add additional sheets where necessary):  
See attachment labeled "D"

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):  
See attachment labeled "E"

