

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. BDERCT-20090109ARU	
Licensee NEWPORT TELEVISION LICENSE LLC			
Call Sign WLMT	Facility Id 68518	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
MEMPHIS	TN	SHELBY	38112 -
Nielsen DMA MEMPHIS	World Wide Web Home Page Address WWW.MYEYEWITNESSNEWS.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	30		
<input checked="" type="checkbox"/> Digital	30		
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	235+
Total 5:00 a.m. to 1:00 a.m. CSTs	2351

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	43+
Total 6:00 a.m. to 9:00 a.m. CSTs	43+

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	75+
Total 5:00 p.m. to 10:35 p.m. CSTs	58+

Comments:

THE ABOVE "+" DESIGNATES THE ADDITIONAL CRAWLS AND PSA'S THAT THE CW NETWORK AND MANY OF THE SYNDICATED PROGRAMS AIRED. ALSO WE HAD THE INFO ON OUR NEWS TICKER RUNNING MULTIPAL TIMES EACH PRIMETIME NEWSCAST, BUT THAT IS NOT COUNTED HERE. THIS IS ONLY THE PROGRAM CRAWLS.

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

Comments:

WE AIRED A HALF HOUR NAB DTV SPECIAL ON 12/27/08 AT 5PM. WE PLAN ON AIRING IT AGAIN TWICE BEFORE FEBRUARY 17.

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
52	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

THE 52 GRAPHIC AND AUDIO DISPLAYS WERE WHEN WE AIRED A FULL SCREEN COUNTDOWN GRAPHIC WITH LIVE ANCHOR AUDIO EXPLAINING THE DTV SITUATION EACH EVENING IN OUR PRIME NEWSCAST. IT STARTED NOVEMBER 10, 2008.

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: 1: ON DECEMBER 17 AT 6PM WE DID A SECOND DTV ON AIR TEST WHERE WE SIMULATED OUR ANALOG GOING OFF THE AIR WHILE THE DTV CHANNEL REMAINED. THIS WAS IN OUR NEWSCAST AND THE ANCHORS SPENT SEVERAL MINUTES SETTING IT UP AND EXPLAINING AFTERWARDS. 2: IN OUR NEWS WE DID STORIES ON HDTV SETS, AND THE FCC CUPONS FOR CONVERTER BOXES.	
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: WE HAVE AN ENTIRE SECTION OF DTV INFORMATION, INCLUDING LINKS TO GOVERNMENT WEB SITES. WE ALSO MOVED OUR DTV COUNTDOWN CLOCK ABOVE THE FOLD OF OUR HOMEPAGE.	
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: WHEN WE DID OUR SIMULATED DTV TEST WHERE THE ANALOG WENT TO SNOW (AS DESCRIBED ABOVE) WE HAD ENGINEERES STANDING BY ANSWERING CALLS FROM THE PUBLIC. WHEN WE DID THE FIRST TEST IN 3RD QUARTER WE HAD ALMOST 300 CALLS. BUT THIS TIME THERE WAS LESS THAN 50. I ATTRIBUTE THIS TO US MAKING A THOROUGH EXPLANATION OF THE SITUATION WITH ALL QUESTIONS COVERED ON AIR.	
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 MARSHALL HART
Signature MARSHALL HART	Date (mm/dd/yyyy) 01/09/2009

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.

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