

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 503936

Description: WDIO FOURTH QUARTER 2008
Application Reference Number: 20090109AHO
Successfully filed at Jan 9 2009 12:37PM

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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 -20090109AHO	
Licensee WDIO-TV, LLC					
Call Sign WDIO-TV		Facility Id 71338		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
DULUTH		MN	ST. LOUIS		55811 -
Nielsen DMA DULUTH-SUPERIOR		World Wide Web Home Page Address WWW.WDIO.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	43				
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	327
Total 5:00 a.m. to 1:00 a.m. CSTs	381
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.	32

PSAs	
Total 6:00 a.m. to 9:00 a.m. CSTs	15
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	81
Total 5:00 p.m. to 10:35 p.m. CSTs	102
Comments: PSA'S INFORM VIEWERS ABOUT THE TRANSITION TO DIGITAL AND WHERE TO GET INFORMATION. THE CSTS GIVE VIEWERS WEB SITES AND PHONE NUMBERS FOR MORE INFORMATION AND TO ORDER THE \$40 COUPONS.	

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	10
Comments: ON 11/2, 12/7, 12/13, 12/14, 12/17 AND 12/20 THE PROGRAM "DTV SIMPLIFIED" WAS AIRED ON WDIO-TV AND WIRT THIS PROGRAM WAS PRODUCED BY THE MINNESOTA BROADCASTERS ASSOCIATION. ON 12/20, 12/21 AND 2 TIMES ON 12/28 THE PROGRAM "COUNTDOWN TO DTV: ARE YOU READY?" WAS AIRED ON WDIO-TV AND WIRT. THIS PROGRAM WAS PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.	

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>
156	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: THE ANIMATED GRAPHICS INDICATE THE TIME REMAINING UNTIL THE DIGITAL CONVERSION AND PROVIDES A WEB SITE ADDRESS FOR INFORMATION.	

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 10/1, 10/9, 10/10, 10/21, 10/28, 11/19, 12/17 AND 12/23 WDIO-TV AND WIRT AIRED NEWS FEATURES ABOUT THE DTV TRANSITION THAT INCLUDED THE \$40 COUPONS, DTV ROADBLOCKS AND EVENTS VIEWERS COULD ATTEND TO LEARN MORE ABOUT THE TRANSITION.

ON 12/17 OUR OPERATIONS MGR APPREARED ON OUR GOOD MORNING NORTHLAND NEWS PROGRAM TO DISCUSS THE DIGITAL TRANSITION AND TO EXPLAIN WHAT VIEWERS HAD TO DO TO PREPARE.

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:
WE PROVIDE AN EXTENSIVE Q&A PAGE ON OUR WEB SITE RELATING TO THE DTV TRANSITION. VISITORS ARE ALSO GIVEN A LINK TO THE NTIA.DOC.GOV SITE TO REQUEST THE \$40 CONVERTER BOX COUPONS.

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:
ON 12/1/08 WE PRESENTED A PROGRAM IN SUPERIOR, WI AT THE SUPERIOR YMCA FOR SENIORS EXPLAINING THE DIGITAL TRANSITION.

Community Events
Comments:
WE PARTICIPATED IN DTV TOWN MEETINGS TO DISCUSS OPTIONS FOR VIEWERS AND INSTRUCTIONS FOR INSTALLATION OF CONVERSION BOXES.
10/09/08 DULUTH, MN - DULUTH PUBLIC LIBRARY
10/21/08 HAYWARD, WI - RAMADA INN
12/02/08 FLOODWOOD, MN - TOWN HALL

Other (describe)
Comments:
ON 10/08/08 OUR OPERATIONS MANAGER WAS A GUEST ON WEBC RADIO'S "TALK OF THE TOWN" PROGRAM TO EXPLAIN THE DIGITAL TRANSITION AND TO INVITE LISTENERS TO A TOWN MEETING THE FOLLOWING NIGHT.
ON 10/16/08 WE HOSTED A DTV BOOTH AT THE DULUTH SENIOR EXPO TO PROVIDE PRINTED INFORMATION AND DISCUSSED OPTIONS FOR VIEWERS. THIS EVENT IS ATTENDED BY OVER 3000 SENIORS.

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 VICE PRESIDENT AND GENERAL MANAGER
Signature	Date (mm/dd/yyyy)

GEORGE COUTURE

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)

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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-PERF, 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.