

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 503936

Description: WIRT 1ST QUARTER 2009 ANALOG
Application Reference Number: 20090408AGW
Successfully filed at Apr 8 2009 2:30PM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388		DTV Quarterly Activity Station Report	
		FOR COMMISSION USE ONLY FILE NO -20090408AGW	
Licensee WDIO-TV, LLC			
Call Sign WIRT	Facility Id 71336	Previous Call Sign (if applicable)	
Community of License			
City HIBBING	State MN	County ST. LOUIS	Zip Code 55776 -
Nielsen DMA DULUTH-SUPERIOR	World Wide Web Home Page Address WWW WDIO.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	13		
<input type="checkbox"/> Digital			
Report reflects information for quarter ending: 03/31/2009			
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 type="radio"/> Yes <input checked="" 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	174
Total 5:00 a.m. to 1:00 a.m. CSTs	210
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.	26

PSAs	
Total 6:00 a.m. to 9:00 a.m.	6
CSTs	
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	43
Total 5:00 p.m. to 10:35 p.m. CSTs	57
Comments: WIRT TERMINATED ANALOG TRANSMISSION AT 11:59PM ON FEBRUARY 17, 2009. IN ADDITION TO THE ABOVE ANNOUNCEMENTS, 150 ANNOUNCEMENTS AIRED REGARDING A POWER REDUCTION IN OUR ANALOG TRANSMITTERS IN PREPERATION FOR THE SWITCHOVER TO DIGITAL ON OUR ANALOG FREQUENCIES 127 END-OF-ANALOG ANNOUNCEMENTS AIRED PRIOR TO THE EARLY TERMINATION OF OUR ANALOG TRANSMISSION.	

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 June 12, 2009.	
Total number of 30 Minute Informational Programs	3
Comments: ON 1/4 (12:30-1:00PM) THE PROGRAM "DTV SIMPLIFIED" WAS AIRED ON WDIO AND WIRT. THIS PROGRAM WAS PRODUCED BY THE MINNESOTA BROADCASTERS ASSOCIATION. ON 1/3 (2:30-3:00PM) AND 1/31 (12:30-1:00PM) THE PROGRAM "COUNTDOWN TO DTV: ARE YOU READY?" WAS AIRED ON WDIO AND WIRT. THIS PROGRAM WAS PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
0	Graphic Displays
143	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: THE ANIMATED GRAPHICS INDICATE THE TIME REMAINING UNTIL THE DIGITAL CONVERSION AND PROVIDE 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 1/6, 1/7, 1/8, 1/12, 1/13, 1/24, 1/26, 1/27, 2/4, 2/5, 2/9, 2/10, 2/14, 2/15, 2/16 AND 2/17 THE STATION AIRED NEWS FEATURES ABOUT THE DTV TRANSITION THAT INCLUDED THE \$40 COUPONS, DTV ROADBLOCKS, EVENTS VIEWERS COULD ATTEND TO LEARN MORE ABOUT THE TRANSITION AND THE FINAL DAYS AND HOURS UNTIL THE SHUTOFF OF OUR ANALOG SIGNALS. ON 2/4 THE STATION CONDUCTED AN ANALOG SHUTOFF TEST DURING OUR 6:00PM NEWSCAST TO HELP VIEWERS DETERMINE IF THEY WERE READY.	
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 PROVIDE AN EXTENSIVE Q&A PAGE ON OUR WEB SITE RELATING TO THE DTV TRANSITION. WE ALSO PROVIDE COVERAGE MAPS SHOWING OUR PROJECTED DIGITAL SIGNAL, INSTRUCTIONS FOR RESCANNING FOR DIGITAL CHANNELS AND 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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input checked="" type="checkbox"/> Community Events Comments: ON 1/13 WE PARTICIPATED IN A DTV TOWN MEETING IN HIBBING, MN AND ON 1/14 WE PARTICIPATED IN A TOWN MEETING IN DULUTH, MN.	
<input checked="" type="checkbox"/> Other (describe) Comments: ON 1/7 A DTV SPECIAL EVENT WAS AIRED ON WDSE-TV IN DULUTH WITH PARTICIPATION BY ALL STATIONS IN THE MARKET. THIS 5-HOUR EVENT INCLUDED EXTENSIVE INSTRUCTION REGARDING ANTENNAS, CONVERTER BOXES AND RELATED EQUIPMENT NEEDED FOR THE DIGITAL CONVERSION. THERE WAS A PHONE BANK FOR VIEWERS TO CALL WITH SPECIFIC QUESTIONS.	
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 GM
Signature GEORGE COUTURE	Date (mm/dd/yyyy) 04/08/2009

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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