

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -	
Licensee WAAY-TV LICENSE LLC					
Call Sign WAAY-TV		Facility Id 57292		Previous Call Sign (if applicable) N/A	
Community of License					
City		State	County		Zip Code
HUNTSVILLE		AL	MADISON		35801 - 6137
Nielsen DMA HUNTSVILLE-DECATUR (FLOR)		World Wide Web Home Page Address WWW.WAAYTV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	31				
<input checked="" type="checkbox"/> Digital	32				
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 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	101
Total 5:00 a.m. to 1:00 a.m. CSTs	334

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	150
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Total 6:00 a.m. to 9:00 a.m. CSTs	184
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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	0
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Total 6:00 p.m. to 11:35 p.m. CSTs	0
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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	870
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Total 5:00 p.m. to 10:35 p.m. CSTs	1166
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Comments:

TOTAL NUMBER OF DTV PSA'S & CST'S WHICH AIRED ON WAAY DURING THE 1STQ 2009:

5AM-1AM PSA'S: LOCAL=804, ABC=40, REGIS=26, TOTAL: 870

5AM-1AM CST'S: LOCAL=1088, ABC=78, TOTAL=1166

6AM-9AM PSA'S: LOCAL=137, ABC=16, TOTAL=150

6AM-9AM CST'S: LOCAL=132, ABC=52, TOTAL=184

5PM-10:35PM PSA'S: LOCAL=87, ABC=14, TOTAL=101

5PM-10:35PM CST'S: LOCAL=308, ABC=26, TOTAL=334

WAAY CEASED ANALOG BROADCASTING AT 11:59PM ON 2/17/2009, AS ORIGINALLY PLANNED, AND TOOK EXTRA STEPS TO INFORM OUR VIEWERS OF THE DTV CHANGEOVER. ON THE WEEKEND OF 2/14 & 2/15, WE AIRED A CONTINUAL MESSAGE ON OUR ANALOG CHANNEL WHICH STATED "WARNING: IF YOU ARE SEEING THIS MESSAGE, YOU ARE NOT DTV READY" AND PROVIDED INFORMATIONAL STEPS TO RECEIVE OUR DTV SIGNAL, AND INFORMATION THAT WE WOULD CEASE ANALOG BROADCASTING AFTER 2/17/2009.

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	2
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Comments:

WE AIRED THE DTV INFORMATIONAL PROGRAM TWICE DURING NORMAL BROADCASTING ON SATURDAY 1/18/2009 AT 12:30PM AND AGAIN ON 2/15/2009 AT 3:30PM. WE ALSO SWITCHED TO AIRING ONLY OUR LOCAL NEWSCASTS ON 2/16 AND 2/17, WITH NO OTHER REGULAR PROGRAMMING. DURING THE USUAL PROGRAMMING TIMES, WE AIRED A CONTINUOUS GRAPHIC WITH INFORMATION ON HOW TO RECEIVE OUR DTV BROADCASTS, AND ALSO AIRED THE DTV EDUCATIONAL PROGRAM ONCE EVERY HOUR.

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.

95	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:
THE DTV COUNTDOWN CLOCK AIRED AT THE END OF MOST PRIMETIME LOCAL NEWSCASTS UP UNTIL THE DTV CHANGEOVER ON 2/17.

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:
WE AIRED A TOTAL OF 57 DTV RELATED STORIES IN OUR LOCAL NEWSCASTS, MOST OF WHICH AIRED IN THE WEEK BEFORE OUR DTV SWITCH.

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:
WAAYTV.COM CONTAINED THE DTV COUNTDOWN, IN ADDITION TO LINKS TO THE DTV WEBSITE, AND ALSO INCLUDED INFORMATION ON CONSUMER ELECTRONICS (DTV READY AND NON-DTV READY), DTV TUNER INFORMATION, AND DETAILS ON ANTENNAS AND THE IMPORTANCE OF RESCANNING FOR DTV CHANNELS.

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:
OUR CHIEF ENGINEER HELD 2 DTV SEMINARS LOCALLY, ONE AT THE MADISON COUNTY SENIOR CENTER, AND ANOTHER AT THE HUNTSVILLE/MADISON COUNTY PUBLIC LIBRARY'S MAIN BRANCH, BOTH OF WHICH WERE WELL ATTENDED. HE ALSO TRAVELED TO 4 ELDERLY PEOPLE'S HOMES TO PERSONALLY ASSIST IN THE SETUP OF THEIR DTV CONVERTER BOXES, ALL OF WHICH WERE CONNECTED PROPERLY, BUT DID NOT UNDERSTAND THE SCANNING PROCEDURES.

Community Events
Comments:
WE DISTRIBUTED DTV LITERATURE AT ALL STATION SPONSORED EVENTS, AND FIELDDED QUESTIONS REGARDING WAAY'S DTV PLANS.

Other (describe)
Comments:
WAAY MAINTAINED A DTV HOTLINE BEFORE AND AFTER OUR COMPLETE TRANSITION TO DIGITAL, AND HAVE ALSO RESPONDED TO HUNDREDS OF EMAILS REGARDING THE TRANSITION. BELOW IS AN APPROXIMATE ACCOUNT OF THE VOLUME OF CALLS RECEIVED IN THE DAYS PRIOR TO AND WEEKS FOLLOWING OUR CHANGE TO DTV ONLY BROADCASTING:

2/16: 200 CALLS (AFTER RUNNING THE WARNING TEXT ALL WEEKEND PRIOR, AND CEASING REGULAR PROGRAMMING EXCEPT LOCAL NEWS ON THIS DATE)
 2/17: 150 CALLS (RUNNING ONLY VOICES OVER GRAPHICS AND THE DTV EDUCATIONAL PROGRAM HOURLY)
 2/18: 100 CALLS
 2/19: 75 CALLS
 2/20: 50 CALLS
 2/23: 20 CALLS (ALSO RETURNED CALLS FROM 22 VOICE MAILS LEFT OVER THE WEEKEND)
 2/24: 20 CALLS
 2/25: UNDER 10 CALLS
 2/26: UNDER 10 CALLS
 2/27: UNDER 10 CALLS
 SINCE THEN, WE AVERAGE ABOUT 3 CALLS PER DAY, MOST REGARDING RESCANNING AND POOR INDOOR ANTENNA RECEPTION. MANY RECEIVE OUR DTV SIGNAL FINE, BUT HAVE ISSUES RECEIVING OTHER LOCAL, LOWER POWERED STATIONS.

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

Comments:
 EVEN THOUGH WAAY TRANSITIONED TO DIGITAL ONLY BROADCASTING AFTER 2/17/2009 AS ORIGINALLY SCHEDULED BEFORE THE EXTENSION, WE FEEL THAT OUR TRANSITION WENT SMOOTHLY, AND OUR VIEWERS HAVE ADAPTED SUCCESSFULLY. WE EXCEEDED THE NOTIFICATION AND EDUCATIONAL REQUIREMENTS FOR THE TRANSITION, AND CONTINUE TO PROVIDE EDUCATIONAL INFORMATION ON OUR WEBSITE, AIRING DTV PSA'S, AND ALSO WITH PERSONAL COMMUNICATION WITH VIEWERS WHO CALL OR WRITE US WITH CONCERNS.

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 DAVID KELLER
Signature DAVID KELLER	Date (mm/dd/yyyy) 04/10/2009

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-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.