

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. -

Licensee
WEST VIRGINIA MEDIA HOLDINGS, LLC

Call Sign WOWK-TV	Facility Id 23342	Previous Call Sign (if applicable)
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Community of License

City	State	County	Zip Code
HUNTINGTON	WV	CABELL	25701 -

Nielsen DMA CHARLESTON-HUNTINGTON	World Wide Web Home Page Address WWW.WOWKTV.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2004
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)

<input checked="" type="checkbox"/> Analog	13
<input checked="" type="checkbox"/> Digital	47

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)?
 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?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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.

THIS COMMENT CLARIFIES THE ABOVE SIMULCASTING CERTIFICATION TO NOTE THAT THE STATION'S ANALOG AND PRE-DIGITAL OPERATIONS WERE KNOCKED OFF THE AIR AS A RESULT OF DAMAGE SUSTAINED IN A SEVERE WINTER STORM. OPERATION WAS RESUMED ON THE STATION'S FINAL DIGITAL CHANNEL PURSUANT TO EMERGENCY STA. ANALOG OPERATION WAS NOT RESUMED. THE STATION SIMULCASTED ITS ANALOG CHANNEL AND ITS PRIMARY DIGITAL STREAM UNTIL ANALOG OPERATION WAS TERMINATED.

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	115
Total 5:00 a.m. to 1:00 a.m. CSTs	195
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	67
Total 6:00 a.m. to 9:00 a.m. CSTs	62
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	110
Total 6:00 p.m. to 11:35 p.m. CSTs	160
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

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

Comments:

THIS COMMENT CLARIFIES THAT THE STATION COMPLIED WITH SECTION 73.674 OPTION TWO DTV TRANSITION CONSUMER EDUCATION CAMPAIGN REQUIREMENTS AS FOLLOWS: ON ANALOG CHANNEL UNTIL KNOCKED OFF THE AIR ON JANUARY 29, 2009; ON PRE-DIGITAL CHANNEL UNTIL KNOCKED OFF THE AIR ON JANUARY 29, 2009; ON FINAL DIGITAL CHANNEL UNTIL MARCH 13, 2009, PURSUANT TO THE FCC'S THIRD REPORT AND ORDER AND ORDER ON RECONSIDERATION, IMPLEMENTATION OF THE DTV DELAY ACT, FCC 09-19, RELEASED MARCH 13, 2009, AT PARA. 33-37. ADDITIONAL VIEWER NOTIFICATIONS THAT THE STATION WOULD TERMINATE ANALOG OPERATION ON FEBRUARY 17, 2009 ARE DISCUSSED BELOW.

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	0
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Comments:

IT WAS PREVIOUSLY REPORTED THAT THE STATION AIRED A 30-MINUTE DTV-RELATED INFORMATION PROGRAM DURING A PRIOR QUARTER.

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.

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

Comments:

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
<p>Comments:</p> <p>IN COMPLIANCE WITH FCC PUBLIC NOTICE, FCC ANNOUNCES PROCEDURES REGARDING TERMINATION OF ANALOG TELEVISION SERVICE ON OR AFTER FEBRUARY 17, 2009, FCC 09-6, DATED FEBRUARY 5, 2009, DURING THE PERIOD FEBRUARY 6, 2009 THROUGH FEBRUARY 17, 2009 THE STATION AIRED MORE THAN 120 VIEWER NOTIFICATIONS (ONE QUARTER OF WHICH WERE DURING PRIME-TIME) ADVISING THAT THE STATION WOULD PERMANENTLY TERMINATE ANALOG OPERATION ON FEBRUARY 17, 2009. IN ADDITION, THE STATION AIRED CRAWLS ADVISING THAT THE STATION WOULD PERMANENTLY TERMINATE ANALOG OPERATION, FOR FIVE MINUTES OF EVERY HOUR DURING THE PERIOD BEGINNING 11:59 PM ON FEBRUARY 10, 2009 AND ENDING 11:59 ON FEBRUARY 14, 2009 AND FOR TEN MINUTES OF EVERY HOUR DURING THE PERIOD BEGINNING MIDNIGHT ON FEBRUARY 15, 2009 AND ENDING WHEN THE STATION TERMINATED ANALOG OPERATION AT NOON ON FEBRUARY 17, 2009.</p> <p>THE STATION AIRED AN 8-MINUTE VIDEO CALLED "DTV NIGHTLIGHT" ONCE ON FEBRUARY 16, 2009 AND ONCE ON FEBRUARY 17, 2009.</p> <p>ALSO, THE FOLLOWING NEWSCASTS INCLUDED INFORMATION ABOUT THE DTV TRANSITION AND/OR TIPS ON HOW TO PREPARE FOR THE TRANSITION:</p> <p>5AM NEWS: 1/28, 1/29, 2/3, 2/5 AND POST-TRANSITION: 2/17 AND 2/18*</p> <p>6AM NEWS: 1/28, 1/29, 2/3, 2/5 AND POST-TRANSITION: 2/17 AND 2/18*</p> <p>12NOON NEWS: 1/28, 1/29, 2/3, 2/5 AND POST-TRANSITION: 2/18*</p> <p>6PM NEWS: 1/12, 1/16, 1/27, 1/28, 2/2 2/6 AND POST-TRANSITION: 2/17* AND 2/21</p> <p>7PM NEWS: 1/6, 1/16, 1/27, 1/28, 2/2, 2/6 AND POST-TRANSITION: 2/17*</p> <p>11PM NEWS: 1/6, 1/16, 1/17, 1/28, 2/6 AND POST-TRANSITION 2/21</p> <p>*NEWSCAST INCLUDED SEGMENT FEATURING PATRICK WEBRE, LEGAL ADVISOR, FCC-CONSUMER & GOVERNMENTAL AFFAIRS</p>	
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:

ON THE WOWK WEBSITE:

DTV COUNTDOWN CLOCK THROUGH FEBRUARY 17, 2009;

INFORMATION ABOUT THE DTV TRANSITION AND HOW TO PREPARE FOR DIGITAL TELEVISION;

FAQ ABOUT THE STATION'S TERMINATION OF ANALOG;

LINK TO DTV.GOV WEBSITE;

LINK TO WEBSITE TO OBTAIN COUPONS FOR DTV CONVERTER BOXES;

LINK TO FCC WEBSITE WITH DMA LOSS-OF-SERVICE MAPS;

LINKS TO ANTENNA INFORMATION;

LOCAL AND TOLL FREE TELEPHONE NUMBERS TO CALL STATION WITH DTV QUESTIONS, AND THE FCC'S DTV INFORMATION TELEPHONE NUMBER;

AREA FOR VIEWERS TO REPORT SIGNAL PROBLEMS OR OTHER DTV QUESTIONS (STATION ENGINEERS WOULD THEN CONTACT THE VIEWERS IN RESPONSE)

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:

Community Events

Comments:

WOWK GENERAL MANAGER JOHN FAWCETT ATTENDED FCC TOWN HALL MEETING IN CHARLESTON WV ON 1/16/09

Other (describe)

Comments:

WALK-IN CENTER AT 206 CAPITOL CHARLESTON WV TO ASSIST THE PUBLIC WITH DTV ISSUES. ALSO, WOWK OFFERED AND PARTICIPATED IN DISCUSSION WITH CALL CENTER MANAGER ON INITIAL SET UP IIN REGARDS TO ANTENNA SELECTION, CONVERTER BOX CONNECTIONS AND ANY UNIQUE ISSUES FOR DTV IN WEST VIRGINIA. WOWK NEWS SUPPLIED NEWS STORIES ON THE CENTER AND WOWK ENGINEERING STAFF RESPONDED WITH PHONE SUPPORT TO ANSWER EQUIPMENT QUESTIONS.

IN ADDITION, THE STATION'S PHONE SYSTEM PROVIDED A RECORDED EXPLANATION TO CALLERS WITH DTV QUESTIONS THAT A RE-SCAN MIGHT BE REQUIRED; VIEWERS COULD THEN LEAVE A MESSAGE FOR A RETURN CALL. STATION ENGINEERS WOULD RESPOND BY PHONE. THE STATION'S ENGINEERING STAFF OBTAINED MANUALS FOR DTV CONCERTER BOXES IN ORDER TO ASSIST VIEWERS BY PHONE IN SETTING UP OR RE-SCANNING CONVERTER BOXES.

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 <i>R. Charles Dusic</i>	Typed or Printed Title of Person Signing CHIEF FINANCIAL OFFICER
Signature R. CHARLES DUSIC, III	Date (mm/dd/yyyy) <i>4/9/2009</i>

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-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.