

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. -	
Licensee WXOW-WQOW TELEVISION, INC.					
Call Sign WQOW-TV		Facility Id 64550		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
EAU CLAIRE		WI	EAU CLAIRE		54701 -
Nielsen DMA LA CROSSE-EAU CLAIRE		World Wide Web Home Page Address WWW.WQOW.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	18				
<input checked="" type="checkbox"/> Digital	15				
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	503
Total 5:00 a.m. to 1:00 a.m. CSTs	306

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	96
Total 6:00 a.m. to 9:00 a.m. CSTs	16

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	132
Total 5:00 p.m. to 10:35 p.m. CSTs	103

Comments:

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	3
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Comments:
WQOW-TV AIRED "COUNTDOWN TO DTV: ARE YOU READY?", WHICH IS A THIRTY MINUTE PROGRAM PRODUCED BY THE NAB ON THE FOLLOWING DATES AND TIMES: 10/18/08 AT 1:00PM; 12/7/08 AT 4:00PM AND 12/28/08 AT 2:30PM.

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?

83	Graphic Displays
	Animated Graphics
	Graphic and Audio Displays
	Longer Form Reminders

Comments:

Section D (For all broadcasters)

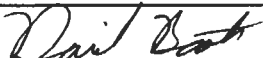
Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.)	<input checked="" type="radio"/> Yes <input type="radio"/> No

during the quarter? The comment box may be used to describe these initiatives.	
Comments: WQOW-TV AIRED A SIX PART SERIES TITLED "CLEARLY DIGITAL" IN THE 5PM NEWS REPORT ON TUESDAYS. PART 1 AIRED ON 11/25 AND WAS AN INTRODUCTION TO THE SERIES; PART 2 AIRED ON 12/2 AND DEMONSTRATED HOW TO SCAN OR SEARCH FOR CHANNELS ON A DTV CONVERTER BOX; PART 3 AIRED ON 12/9 AND DEMONSTRATED HOW TO SET UP A VCR TO WORK WITH A CONVERTER BOX; PART 4 WAS A MAILBAG SEGMENT AIRING ON 12/16 WHICH ANSWERED THREE VIEWER QUESTIONS; PART 5 AIRED ON 12/23 AND WAS A REMINDER FOR VIEWERS TO SCAN FREQUENTLY UNTIL FEBRUARY 17, 2009 TO MAKE SURE THEY RECEIVE ALL DIGITAL CHANNELS; PART 6 AIRED ON 12/30 AND DEMONSTRATED HOW TO USE A 'SWITCH' TO SET UP DIFFERENT SOURCES OF VIDEO ALONG WITH A CONVERTER BOX. WQOW-TV TOOK PART IN A MARKET-WIDE DTV TEST ON DECEMBER 11, 2008. THE TEST TOOK PLACE DURING THE 6PM NEWS REPORT. FOLLOWING THE TEST, STAFF MEMBERS PARTICIPATED IN A PHONE BANK FROM 6-9PM WHICH TOOK CALLS FROM VIEWERS. WQOW-TV RAN CRAWLS EVERY 15 MINUTES FROM 6-9PM TELLING VIEWERS THE PHONE NUMBER TO REACH US TO ASK QUESTIONS ABOUT THE CONVERSION TO DTV. THE FOLLOWING STORIES ON DTV AIRED IN LOCAL NEWSCASTS DURING THE 4TH QUARTER ON WQOW-TV: 10/1/08: COMMUNITY ACCESS CHANNELS CHANGED DUE TO DTV SWITCH; 10/12/08: WQOW-TV CHIEF ENGINEER DAVE WHITE DEMONSTRATES HOW TO INSTALL A CONVERTER BOX; 11/21/08: STORY ON CONVERTER BOX CUSTOMER WHO IS VERY PLEASED WITH THE SWITCH; 12/4/08: MENTION OF UPCOMING DTV TEST ON 12/11; 12/11/08: LIVE SHOT FROM DTV ANSWERS PHONE BANK SOFT TEST; 12/12/08: RECAP OF PHONE BANK AND SOFT TEST; 12/22/08: STORY ON PEOPLE SELLING TV'S TO PAWN SHOPS DUE TO DTV TRANSITION; 12/26/08: MENTION OF 2ND DTV SOFT TEST COMING IN JANUARY; 12/29/08: STORY ON DTV COUPON DEMAND HIGHER.	
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: WQOW-TV PROVIDED A LINK TO WWW.DTVANSWERS.COM ON THE HOMEPAGE OF ITS WEBSITE.	
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 type="checkbox"/> Other (describe) Comments:	
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 GENERAL MANAGER
Signature DAVID BOOTH 	Date (mm/dd/yyyy) 11/7/09

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-PER, 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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