

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. -	
Licensee WXOW-WQOW TELEVISION, INC.					
Call Sign WXOW-TV		Facility Id 64549		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
LA CROSSE		WI	LA CROSSE		54601 -
Nielsen DMA LA CROSSE-EAU CLAIRE		World Wide Web Home Page Address WWW.WXOW.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	19				
<input checked="" type="checkbox"/> Digital	14				
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	445
Total 5:00 a.m. to 1:00 a.m. CSTs	354

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	100
Total 6:00 a.m. to 9:00 a.m. CSTs	25

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	147
Total 5:00 p.m. to 10:35 p.m. CSTs	86

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 June 12, 2009.

Total number of 30 Minute Informational Programs	1
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Comments:  
WXOW-TV AIRED "COUNTDOWN TO DTV: ARE YOU READY?", WHICH IS A THIRTY MINUTE PROGRAM PRODUCED BY THE NAB, ON FEBRUARY 1, 2009 AT 12:30PM.

**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.

69	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	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.)  Yes  No

during the quarter? The comment box may be used to describe these initiatives.

Comments:  
 DTV STORIES DURING 1ST QUARTER IN OUR NEWSCASTS:

1/6/2009 - CLEARLY DIGITAL - PREVIEW OF THE SECOND DTV SOFT TEST.

1/6/2009 - COUPON DEMAND - TIME AND MONEY ARE RUNNING OUT IF YOU STILL WANT A COUPON FOR A CONVERTER BOX. THERE'S NOW A WAITING LIST FOR ANYONE WHO APPLIES FOR FEDERAL COUPONS.

1/12/2009 - DTV SOFT TEST PREVIEW - ANOTHER CHANCE TO FIND OUT IF YOU'RE READY FOR THE TRANSITION TO DIGITAL TV COMES TONIGHT.

1/12/2009 - SOFT TEST FILLER - CHRIS AND DAVE DISCUSS DTV QUESTIONS DURING THE SOFT TEST.

1/13/2009 - CLEARLY DIGITAL - IN THIS WEEK'S CLEARLY DIGITAL, WE DIG DEEP INTO THE MAILBAG AND ANSWER QUESTIONS ABOUT THE FUTURE OF THE CONVERTER BOX COUPON PROGRAM AND ISSUES PEOPLE ARE EXPERIENCING WITH THEIR ANTENNAS.

1/20/2009 - CLEARLY DIGITAL - IF YOU ARE STRUGGLING WITH RECEPTION NOW THAT YOU HAVE YOUR DIGITAL CONVERTER BOX SET UP, BUT DON'T WANT TO PUT A LARGE ANTENNA ON YOUR ROOF, THIS WEEK'S CLEARLY DIGITAL HAS A GREAT SOLUTION.

1/27/2009 - CLEARLY DIGITAL - THIS WEEK YOU HAD QUESTIONS ABOUT WHICH CABLES TO USE WHEN HOOKING UP YOUR CONVERTER BOX AND COMPATIBILITY WITH OLDER TELEVISIONS.

1/30/2009 - DTV MEETINGS - NEXT WEEK, A REPRESENTATIVE FROM THE FCC WILL BE ON HAND TO MEET WITH RESIDENTS AT AREA LIBRARIES.

2/3/2009 - CLEARLY DIGITAL - IN THIS WEEK'S CLEARLY DIGITAL, WE CONTINUE TALKING ABOUT DIFFERENT TYPES OF ANTENNAS.

2/4/2009 - DTV PROPOSAL - TODAY, CONGRESS VOTED TO DELAY THE DIGITAL TRANSITION DATE TO JUNE 12TH.

2/10/2009 - CLEARLY DIGITAL - IN OUR LAST INSTALLMENT OF CLEARLY DIGITAL, WE GIVE YOU THE FINAL PREPARATIONS YOU'LL NEED TO TAKE.

2/13/2009 - DTV UPDATE - WE HAVE SOME NEW INFORMATION TO PASS ALONG TO YOU TONIGHT REGARDING OUR SWITCH TO DIGITAL TELEVISION. THAT SWITCH HAPPENS JUST AFTER NOON NEXT TUESDAY, FEBRUARY 17TH.

2/16/2009 - DTV UPDATE - TODAY, ONE LOCAL STATION MADE THE SWITCH TO DIGITAL TELEVISION, OTHERS, INCLUDING WXOW, WILL FOLLOW SUIT TOMORROW.

2/16/2009 - DTV HISTORY - WHEN OUR SWITCH HAPPENS TOMORROW, IT WILL BE THE CULMINATION OF OVER A DECADE OF PREPARATION THROUGHOUT THE INDUSTRY.

2/17/2009 - DTV UPDATE - TODAY IS THE DAY THAT WXOW WILL MAKE THE SWITCH TO DIGITAL TELEVISION.

2/17/2009 - SWITCH SCAN - NOW THAT THE SWITCH HAS BEEN MADE, SOME PEOPLE ARE HAVING TROUBLE WITH RESCANNING.

2/17/2009 - CONVERSION CONCERN, THE FCC SAYS ALL EMERGENCY COMMUNICATIONS, FROM POLICE TO FIRE, HAVE TO SWITCH TO A DIFFERENT SIGNAL BY 2013.

<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: WXOW-TV PROVIDED A LINK TO WWW.DTVANSWERS.COM ON THE HOMEPAGE OF ITS WEBSITE.		
<b>Additional DTV Outreach Efforts -- Last Quarter</b>		
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: WXOW-TV PARTICIPATED IN A MARKET WIDE DTV SOFT TEST ON JANUARY 12, 2009. WE DID A TEST IN OUR 6PM NEWS AND AGAIN AT 7PM. TWELVE STAFF MEMBERS FROM WXOW HELPED AT A PHONE BANK IN LA CROSSE TO ANSWER VIEWERS QUESTIONS FROM 6:00-9:00PM.		
<input checked="" type="checkbox"/> Other (describe)  Comments: WXOW-TV TRANSITIONED TO DTV ON FEBRUARY 17, 2009 JUST AFTER 2PM. STAFF MEMBERS WERE ON HAND FROM 8:30AM - 9PM DAILY FROM FEBRUARY 16 THRU FEBRUARY 20TH TO ANSWER VIEWER QUESTIONS VIA TELEPHONE AND EMAIL TO HELP THEM WITH THE SWITCH.		
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>		
Comments: IN ACCORDANCE WITH FCC REQUIREMENTS WXOW-TV BROADCAST THE REQUIRED NUMBER OF CRAWLS AND OTHER ANNOUNCEMENTS PRIOR TO OUR ANALOG TERMINATION.  FOLLOWING THE TRANSITION TO DTV, WXOW-TV WAS THE NIGHTLITE STATION FOR OUR MARKET FROM FEBRUARY 17 - MARCH 31, 2009. WE PROVIDED DTV INFO IN BOTH ENGLISH AND SPANISH ON THE ANALOG STATION. WE ALSO AIRED OUR 6PM NEWS CAST WEEKDAYS ON THE ANALOG FEED.		

**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 <i>David Booth</i>	Date (mm/dd/yyyy) <i>4/9/09</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).

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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](mailto: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.**

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 79504**

**Description: WXOW-TV Q1 2009 DTV CONSUMER EDUCATION QUARTERLY  
ACTIVITY REPORT**

**Application Reference Number: 20090409AMH**  
**Successfully filed at Apr 9 2009 4:23PM**

**Based on the information supplied, no fee is required.**

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