

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. -20090402ANI	
Licensee WREX TELEVISION, LLC			
Call Sign WREX-TV	Facility Id 73940	Previous Call Sign (if applicable)	
Community of License			
City ROCKFORD	State IL	County ROCKFORD	Zip Code 61103 -
Nielsen DMA ROCKFORD	World Wide Web Home Page Address WWW.WREX.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	13		
<input checked="" type="checkbox"/> Digital	54		
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	203
Total 5:00 a.m. to 1:00 a.m. CSTs	629

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	16
Total 6:00 a.m. to 9:00 a.m. CSTs	80

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	88
Total 5:00 p.m. to 10:35 p.m. CSTs	174

Comments:

ON JANUARY 12, 2009, WREX RAN ONE 3.5 MINUTE DTV TRANSITION TEST TO SIMULATE THE TERMINATION OF ANALOG BROADCASTING. IT WAS WELL-ADVERTISED AND RUN WITH ALL THE STATIONS IN THE MARKET. A LENGTHY NEWS STORY WAS DONE DURING THE MORNING, NOON, 5:00PM AND 6:00PM NEWS SHOWS THAT DAY PRIOR TO THE TEST AT 6:30PM.

NOT INCLUDED IN THESE TOTALS: 171 PSA'S & 288 CST'S AIRED ON EREX (OUR CW) FROM 5AM TO 1AM.

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
Comments: WE AIRED A 30 MINUTE PROGRAM ENTITLED 'THE COUNTDOWN TO DTV' ON EREX (OUR CW)	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on March 4, 2009, 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 June 12, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?	
0	<i>Graphic Displays</i>
191	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: NOT INCLUDED IN THESE TOTALS: 279 'COUNTDOWN TO DTV' ANIMATED GRAPHIC CRAWLS AIRED ON EREX (OUR CW) FROM JANUARY 1, 2009 THROUGH FEBRUARY 4, 2009.	

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: WREX RAN 74 DTV NEWS REPORTS AND STORIES.	
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: WREX.COM HAS A PAGE DEDICATED TO THE DTV CONVERSION WHICH INCLUDES INFORMATION AND LINKS INCLUDING THE FOLLOWING: DTV CONVERTER COUPONS ANTENNA INFORMATION WHAT IS THE DTV TRANSITION? WILL I NEED A NEW TV? DO I ALREADY HAVE DTV VIA DIGITAL CABLE OR SATELLITE? ONCE BROADCASTERS TRANSITION TO ALL-DIGITAL, WILL ANALOG TV'S BE OBSOLETE? WILL I BE ABLE TO USE MY VCR, DVD OR CAMCORDER WITH A HDTV SET? DTV FAQs DTV TERMS AND DEFINITIONS	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: THE STATION'S GENERAL MANAGER SPOKE WITH VIEWERS ABOUT DTV AND ANTENNAS ON 2/3 AND 3/3; HE ALSO DID A RADIO DTV Q & A ON 2/16 AND A DTV INFORMATIONAL TV INTERVIEW ON 2/17.	
<input checked="" type="checkbox"/> Community Events	
Comments: THE STATION PARTICIPATED IN SEVERAL DTV Q & A WALK-IN CENTERS THAT WERE SET UP IN THE VIEWING AREA DURING THE WEEK OF THE DTV TRANSITION.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: DURING ALL STATIONS TOURS, THE DTV TRANSITION IS EXPLAINED AND QUESTIONS ARE ANSWERED.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: THIS IS THE FINAL REPORT FOR THE STATION BECAUSE IT TERMINATED ANALOG SERVICE ON FEBRUARY 17, 2009. IN ACCORDANCE WITH FCC REQUIREMENTS, IT BROADCAST THE REQUIRED NUMBER OF CRAWLS AND OTHER ANNOUNCEMENTS. THE STATION'S GENERAL MANAGER, CHIEF ENGINEER, ASSISTANT CHIEF, ALL MANAGERS AND SEVERAL HOURLY EMPLOYEES FIELDER NUMEROUS PHONE CALLS AND E-MAILS FROM VIEWERS WITH QUESTIONS ABOUT DTV SPECIFIC TO THEIR VIEWING AREA AND EQUIPMENT. MOST QUESTIONS CENTERED ON RE-SCANNING AND ANTENNA ISSUES. WHILE THE CALLS AND E-MAILS HAVE SINCE SLOWED, THE STATION RESPONDS TO EACH INQUIRY INDIVIDUALLY.	

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 VP/GENERAL MANAGER
Signature JOHN CHADWICK	Date (mm/dd/yyyy) 04/02/2009

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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