

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 734971

Description: WMDT 4TH QUARTER 2008 DTV ACTIVITY REPORT
Application Reference Number: 20090109AVX
Successfully filed at Jan 9 2009 6:21PM

Based on the information supplied, no fee is required.

Menu

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -20090109AVX
Licensee DELMARVA BROADCAST SERVICE, LLC			
Call Sign WMDT	Facility Id 16455	Previous Call Sign (if applicable)	
Community of License			
City SALISBURY	State MD	County WICOMICO	Zip Code 21801 -
Nielsen DMA SALISBURY	World Wide Web Home Page Address WMDT.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2004	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input type="checkbox"/> Analog			
<input checked="" type="checkbox"/> Digital	47		
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 type="radio"/> Yes <input checked="" 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	276
Total 5:00 a.m. to 1:00 a.m. CSTs	771
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	88
Total 6:00 a.m. to 9:00 a.m. CSTs	86
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	91
Total 6:00 p.m. to 11:35 p.m. CSTs	205
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:	

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

Comments:

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?

0	Graphic Displays
55	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:
WMDT CEASED BROADCASTING IN ANALOG ON SEPTEMBER 22, 2008. ALL OVER-THE-AIR EDUCATION EFFORTS NOTED HEREIN WERE ON WMDT'S DIGITAL ONLY BROADCAST.

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:
ADDITIONAL DTV ON-AIR INITIATIVES - LAST QUARTER ARE EXPLAINED IN THE "ADDITIONAL DTV OUTREACH EFFORTS -- LAST QUARTER" SECTION BELOW.

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:
THE STATION PROVIDES A LARGE DTV BLOCK ON THE HOME PAGE OF OUR WEBSITE. THE BLOCK INCLUDES A COUNT-DOWN CLOCK WITH LINKS TO THE NAB COUPON WEBSITE, THE DTV ANSWERS.COM, AND SUPPORTING TEXT IN THE "TELLUSMORE" SECTION OF OUR SITE.

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:
ON OCTOBER 17 AND 18, 2008, WE PARTICIPATED IN CHAMBERFEST WHICH CONSISTED OF A DISPLAY BOOTH SET UP IN THE LOCAL MALL FOR TWO DAYS WITH ON AIR TALENT AND SALES EXECUTIVES HEAVILY PROMOTING THE DTV TRANSITION AND GIVING EXPLANATIONS OF HOW TO RECEIVE OUR SIGNAL WITH THE CONVERTER BOXES OR WITH TV'S THAT HAVE A BUILT IN DIGITAL TUNER.
ON OCTOBER 1, 2008, A DTV NEWS STORY WAS BROADCAST DURING EACH NEWSCAST, AT 5:00 AM, 6:00 PM, AND 11:00 PM.

Other (describe)
Comments:
A PART TIME EMPLOYEE WAS HIRED TEMPORARILY TO ADDRESS DTV QUESTIONS AND ASSIST VIEWERS WHO HAD DIFFICULTY RECEIVING OUR SIGNAL.

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 KATHLEEN G. MCLAIN	Date (mm/dd/yyyy) 01/09/2009

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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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.