

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090710APD	
Licensee LOCAL TV VIRGINIA LICENSE, LLC					
Call Sign WTKR		Facility Id 47401		Previous Call Sign (if applicable)	
Community of License					
City NORFOLK		State VA	County N/A		Zip Code 23510 - 1502
Nielsen DMA NORFOLK-PORTSMTH-NEWPT NWS		World Wide Web Home Page Address WWW.WTKR.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	3				
<input checked="" type="checkbox"/> Digital	40				
Report reflects information for quarter ending: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
Comments: WTKR(TV) ACKNOWLEDGES A DE MINIMIS VIOLATION OF THE FCC'S DTV CONSUMER EDUCATION RULES. SPECIFICALLY, DURING THE ELEVEN WEEKS THAT THE STATION BROADCAST AN ANALOG SIGNAL, IT DID NOT ALWAYS AIR IN PRIME TIME OF EACH WEEK AT LEAST THREE ANTENNA NOTICES, RESCANNING NOTICES, AND HELP CENTER NOTICES.  DESPITE THIS SHORTFALL, WTKR(TV) BELIEVES IT DEMONSTRATED AN EXTRAORDINARY COMMITMENT TO EDUCATING ITS VIEWERS ABOUT THE DTV TRANSITION. WTKR(TV) BROADCAST MORE PSAS AND MORE CRAWLS PER WEEK THAN OTHERWISE REQUIRED, AND, AS DESCRIBED IN SECTION D, WTKR(TV) HELD A NUMBER OF PHONE BANKS DURING ITS LOCAL NEWSCASTS IN THE CRITICAL LAST WEEK OF THE TRANSITION. TAKEN AS A WHOLE, WTKR(TV) SUBMITS THAT ITS SIGNIFICANT EFFORTS TO EDUCATE ITS VIEWERS SHOULD MITIGATE THE FAILURE TO FULLY COMPLY WITH THE PRIME TIME PRONG OF THE MANDATORY NOTICE REQUIREMENTS.					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
<b>Simulcasting:</b>					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your					

Analog Channel and a second for your primary Digital stream.	
<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 Countdown piece per day during the 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	250
Total 5:00 a.m. to 1:00 a.m. CSTs	278
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	64
Total 6:00 a.m. to 9:00 a.m. CSTs	4
For stations located in the Atlantic, 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	67
Total 6:00 p.m. to 11:35 p.m. CSTs	74
For stations located in the Alaskan, 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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).

Total number of 30 Minute Informational Programs

1

Comments:

WTKR AIRED A DTV EDUCATION SPECIAL OBTAINED BY THE NAB ON SATURDAY, MAY 30, 2009 AT 1:00PM.

**Countdown Eligible Pieces - Last Quarter**

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

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

Comments:

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No

Comments:

DURING THE ELEVEN WEEKS THAT THE STATION BROADCAST AN ANALOG SIGNAL, IT DID NOT ALWAYS AIR DURING PRIME TIME OF EACH WEEK AT LEAST THREE ANTENNA NOTICES, RESCANNING NOTICES, AND HELP CENTER NOTICES. WTKR(TV) DID, HOWEVER, BROADCAST ONE OF EACH OF THE MANDATORY NOTICES DAILY BETWEEN APRIL 1 AND JUNE 12, 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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes  No

Comments:

DURING THE LAST QUARTER WTKR HELD DAILY PHONE BANKS WITHIN LOCAL NEWSCASTS FROM JUNE 8-12, AS WELL AS PROMOTE FCC BOOTHS DURING A COMMUNITY EVENT FROM MAY 13-15.

<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: TO HELP VIEWERS UNDERSTAND THE IMPORTANCE OF SWITCHING TO DTV BY JUNE 12, 2009, THE FOLLOWING TOPICS ARE EXPLAINED ON THE STATION'S WEBSITE: WHAT DTV MEANS TO YOU; IF YOU REQUIRE A NEW TV AND CONVERTER BOX DETAILS.	
<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 type="checkbox"/> Community Events  Comments:	
<input type="checkbox"/> Other (describe)  Comments:	
<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:	

<b>Station Certification</b>	
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 PROGRAM MANAGER
Signature TOWANDA PORTER	Date (mm/dd/yyyy) 07/10/2009

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).

**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-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.**

[Menu](#)