

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. -
Licensee MEREDITH CORPORATION			
Call Sign WFSB	Facility Id 53115	Previous Call Sign (if applicable)	
Community of License			
City HARTFORD	State CT	County HARTFORD	Zip Code 06103 -
Nielsen DMA HARTFORD & NEW HAVEN	World Wide Web Home Page Address WWW.WFSB.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	3		
<input checked="" type="checkbox"/> Digital	33		
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 checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input checked="" type="radio"/> Yes <input 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	185
Total 5:00 a.m. to 1:00 a.m. CSTs	462
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	14
Total 6:00 a.m. to 9:00 a.m. CSTs	231
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	56
Total 6:00 p.m. to 11:35 p.m. CSTs	44
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	
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., 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: THE NEW DTV SHOW AIRED ON 5/10/2009 AT 12:00PM. THE ORIGINAL SHOW AIRED ON 6/15/2008 AT 2PM.	

**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
0	Animated Graphics
60	Graphic and Audio Displays
0	Longer Form Reminders
Comments: WE AIRED A TOTAL OF 84 :05 COUNTDOWN SPOTS BETWEEN 4/13/09-6/12/09, AIRING MULTIPLE SPOTS ON SEVERAL DATES.	

**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 checked="" type="radio"/> Yes <input 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 checked="" type="radio"/> Yes <input 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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE ABOVE INFORMATION WAS ADDED TO OUR DAYTIME NEWS CRAWL THAT LOOPS CONTINUOUSLY BETWEEN 6AM-9AM. THE PRIMETIME CRAWLS WERE BUILT AS STAND ALONE CRAWLS CONTAINING THE ABOVE INFORMATION AND AIRED 3 TIMES PER WEEK FROM 8PM-11PM.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON 6/2/2009 OUR NEWS DEPARTMENT RAN AN INDEPTH SEGMENT ON DTV READINESS, INCLUDING AN INTERVIEW WITH THE STATION'S GM.	
<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: THERE IS A LINK FROM OUR WEBSITE, WFSB.COM, TO DTV.COM, WHICH IS <a href="http://www.wfsb.com/digital-tv/index.html">HTTP://WWW.WFSB.COM/DIGITAL-TV/INDEX.HTML</a> . WE ALSO HAVE A DEDICATED AREA ON WFSB.COM ON HOW TO WATCH DIGITAL TV BROKEN UP INTO FOUR AREAS: 1. WHAT IS DTV, 2. WHAT DO YOU NEED, 3. THINGS TO KNOW AND 4. CONVERTER COUPONS. WE ALSO ADDED INFORMATION ON LOSS OF SERVICE AREA, RESCANNING AND A DTV COUNTDOWN THIS QUARTER.	

<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 checked="" type="checkbox"/> Other (describe)	Comments: THE STATIONS' GM HAD TWO RADIO APPEARANCES THE WEEK OF THE TRANSITION: ON 6/10/2009 HE WAS INTERVIEWED ON WPLR AND ON 6/12/2009 HE WAS INTERVIEWED ON WTIC (THE LARGEST AM NEWS/TALK STATION IN THE STATE.
<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: WE ALSO HAVE TWO DIGITAL CHANNELS: EFSB IS OUR 24/7 WEATHER AND NEWS CHANNEL. WE RUN THE DTV CRAWLS, WITH ALL THE REQUIRED INFORMATION PLUS THE RESCAN AND LOSS OF SERVICE AREA INFORMATION IN OUR NEWSTICKER WHICH LOOPS ALL DAY LONG. THIS TOTALS THOUSANDS OF AIRINGS FOR THE QUARTER. THIS STATION IS CARRIED ON ALL CABLE SYSTEMS IN THE STATE OF CONNECTICUT. OUR SECOND DIGITAL CHANNEL IS A FAIRFIELD COUNTY, CT SECTIONAL. THIS CHANNEL BROADCASTS THE SAME PROGRAMMING AS WFSB PRIMARY, WITH DIFFERENT COMMERCIALS AND PROMOS. THE DTV CRAWLS, COUNTDOWN SPOTS AND REQUIRED PSA AIR ON THIS CHANNEL AS WELL.	

**Section E (Service Loss Notices)**

This section should only be completed by a station if the FCC's Signal Loss Report, available on <a href="http://www.dtv.gov">http://www.dtv.gov</a> , predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.	
A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air 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. Did your station run these notices, in addition to any other consumer education efforts required by these rules?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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 JOHN AHEARN
Signature JOHN V. AHEARN	Date (mm/dd/yyyy) 07/09/2009

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).

**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.**