

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing  
Account number: 514609**

**Description: WOOD 1QTR09 DTV ACTIVITY REPORT  
Application Reference Number: 20090407AEF  
Successfully filed at Apr 7 2009 1:34PM**

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

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>			FOR COMMISSION USE ONLY FILE NO. -20090407AEF
Licensee WOOD LICENSE COMPANY, LLC			
Call Sign WOOD-TV	Facility Id 36838	Previous Call Sign (if applicable)	
Community of License			
City GRAND RAPIDS	State MI	County KENT	Zip Code 49503 -
Nielsen DMA GRAND RAPIDS-KALMZOO-B. CRK	World Wide Web Home Page Address WWW.WOODTV.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	8		
<input checked="" type="checkbox"/> Digital	7		
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 Ticketers (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	247
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Total 5:00 a.m. to 1:00 a.m. CSTs	266
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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	28
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Total 6:00 a.m. to 9:00 a.m. CSTs	26
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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	60
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Total 6:00 p.m. to 11:35 p.m. CSTs	89
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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	
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Total 5:00 p.m. to 10:35 p.m. CSTs	
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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	0
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Comments:

WE WILL AIR AN UPDATED SPECIAL IN THE 2ND QUARTER FEATURING THE REVISED TRANSITION DATE, PLUS SOME LOCAL CONTENT REFERENCING POTENTIAL RECEPTION ISSUES IN OUR SPECIFIC DMA.

### 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.

0	<i>Graphic Displays</i>
42	<i>Animated Graphics</i>
177	<i>Graphic and Audio Displays</i>

0 *Longer Form Reminders*

## Comments:

BASED ON PRIOR 388 FILINGS, LICENSEE CALCULATED THE NUMBER OF PIECES RATHER THAN THE NUMBER OF DAYS. SUCH CALCULATION IS INCLUDED ABOVE.

COUNTDOWN CLOCK DISPLAYS IN VARIOUS FORMS WERE STOPPED BECAUSE OF REVISED REGULATIONS DUE TO THE DTV TRANSITION DATE CHANGING.

**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:

NEWS REPORTS RAN WITHIN OUR STATION'S NEWSCASTS INCLUDED (IN REVERSE CHRONOLOGICAL ORDER):

- >AN UPDATE ALERTING VIEWERS OF THE FACT THAT MONEY IS BEING ADDED TO THE DIGITAL CONVERTER BOX COUPON PROGRAM TO PROVIDE ADDITIONAL CONVERTER BOXES FOR VIEWERS WAITING FOR THEIR BOX.
- >A REITERATION OF THE CHANGE OF DTV TRANSITION DATE TO JUNE 12, PLUS AN OPPORTUNITY, LATER IN THE DAY, WITH A DTV "SOFT TEST" TO CHECK YOUR HOUSEHOLD TV'S FOR DTV READINESS.
- >AN UPDATE ABOUT SOME STATIONS AROUND THE COUNTRY, INCLUDING IN NEARBY LANSING, MI, WHO ARE TRANSITIONING EARLY TO DTV. VISUALIZED THE PHONE CALLS REQUESTING INFO IN THE LANSING MARKET
- >A 'VOICE OVER/SOT' STORY EXPLAINING STATIONS THAT ARE TRANSITIONING ON 2/17/09, AN EXPLANATION OF WHY/HOW THESE STATIONS ARE ABLE TO DO THAT, PLUS A SOUND BIT FROM A FCC SPOKESPERSON, ALONG WITH FURTHER DETAILS ON "NIGHTLIGHT" SERVICE IN MARKETS WHERE EARLY TRANSITIONERS ARE MOVING AHEAD.
- >A STORY ON CONGRESS VOTING TO CHANGE THE TRANSITION DATE, HOW AND WHY EXPLAINED IN A PRODUCED PACKAGE WITH SOUND BITES FROM VARIOUS LEGISLATORS, FCC, ALONG WITH INTERVIEWS WITH GENERAL MANAGERS AND TECH PEOPLE FROM SEVERAL STATIONS.
- >A STORY ON THE ORGANIZATION "MEALS ON WHEELS" WILLING TO HELP THE ELDERLY CONNECT THEIR CONVERTER BOXES INORDER TO CONTINUE TO RECEIVE TELEVISION SIGNALS AFTER THE DTV TRANSITION.
- >YET ANOTHER STORY ON THE CHANGE OF DTV TRANSITIONING UNTIL JUNE, BUT ALSO ALERT VIEWERS OF ANOTHER DTV "SOFT TEST" ON THIS DAY FOR VIEWERS TO DETERMINE THEIR DIGITAL READINESS.
- >ANOTHER STORY ON THE DELAY OF DTV TRANSITION DATE TO JUNE 12 FROM FEBRUARY 17...INCLUDING THE REASONING OF ALLOWING MORE PEOPLE TO RECEIVE DTV CONVERTER BOXES AND THE EXTENSION OF THE COUPON PROGRAM.
- >SOUND INTERVIEW FROM LOCAL U.S. REPRESENTATIVE FRED UPTON HELPING US TO EXPLAIN THE REASON FOR THE DELAY OF THE DTV TRANSITION DATE.
- >THIS STORY ABOUT THE FEBRUARY 17 DATE LESS THAN TWO WEEKS AWAY AND OUR STATIONS PREPARING TO AIR A DTV "SOFT TEST" AGAIN LATER THIS MORNING.
- >FROM NBC NEWS A STORY ON WHY, INITIALLY, THE BILL TO CHANGE THE DTV TRANSITION DATE WAS NOT PASSED.
- >SEVERAL STORIES IMMEDIATELY FOLLOWING A DTV "SOFT TEST" WITHIN OUR NEWSCAST, EXPLAINING WHAT SHOULD HAVE HAPPENED IF VIEWER'S TV'S ARE DTV READY.
- >STORY ON ANTENNA INSTALLATION AND WHICH TYPE IS REQUIRED FOR VHF/UHF, INCLUDING DEMONSTRATIONS AND INTERVIEW WITH A PROFESSIONAL INSTALLER, ALONG WITH OUR DIRECTOR OF ENGINEERING.
- >SHORT STORY WITH GRAPHICS, DETAILING OUR STATION'S LOCAL HELP LINE WITH A DISPLAY OF THAT PHONE NUMBER
- >FURTHER STORIES, EARLY IN JANUARY OF THE CONTINUING REQUEST FROM NEWLY ELECTED PRESIDENT OBAMA FOR THE DELAY OF THE FEBRUARY 17 DTV TRANSITION DATE.
- > FROM JANUARY 7, A STORY EXPLAINING THAT SUDDENLY THE DTV CONVERTER BOX COUPON PROGRAM IS OUT OF MONEY DUE TO THE VERY HIGH DEMAND FOR THE BOXES. VIEWERS THAT HAVE APPLIED WILL HAVE TO WAIT.

**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'S WEBSITE EXPLAINS FULLY WHAT DTV CONVERSION IS AND ENTAILS. THE WEBSITE LINK ALSO INCLUDES A MORE "FOCUSED" AREA OF FAQ'S FOR VIEWERS TO REVIEW WITH THEIR SPECIFIC QUESTIONS. ALSO INCLUDED IS A LOCALIZED BLOG FROM OUR DIRECTOR OF ENGINEERING DETAILING RECEPTION DETAILS/ TECHNIQUES, ALONG WITH POSSIBLE PROBLEMS A VIEWER MAY EXPERIENCE IN THEIR EFFORT TO ACQUIRE DIGITAL SIGNALS AND VIEW DIGITAL TELEVISION. WE HAVE INCLUDED LINKS TO VARIOUS FCC DTV INFORMATIVE SITES AND A LINK FOR THE DTV CONVERTER BOX PROGRAM. VIEWERS WILL ALSO FIND A LINK WHICH SENDS VIEWER'S RECEPTION QUESTIONS TO OUR TECHNICAL STAFF FOR POSSIBLE RESOLUTION, PLUS A LINK TO VARIOUS DTV CONVERSION BLOGS. ALSO AVAILABLE ARE LINKS FOR DTV TERMS AND DEFINITIONS, A SHOPPING GUIDE ALONG WITH OTHER INFORMATIONAL LINKS FROM THE NAB, THE HIGH TECH DTV COALITION, ANTENNAWEB AND THE NTIA. FINALLY, ON OUR WEB SITE VIEWERS ARE ABLE TO VIEW A 35 MINUTE VIDEO DESCRIBING DTV READINESS REQUIREMENTS TITLED "GET READY FOR DIGITAL TV".

#### 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:

Other (describe)

Comments:

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments:

WE HAVE RESPONDED TO A LARGE VOLUME OF VIEWER CALLS, ALONG WITH A LARGE NUMBER OF EMAILS REGARDING PROBLEMS/QUESTIONS VIEWERS HAVE CONCERNING THE UPCOMING DTV CONVERSION. MANY CALLS CONCERNED HELPING VIEWERS APPLY FOR A CONVERTER BOX COUPON, HELPING A VIEWER CHOOSE A STYLE OR BRAND OF ANTENNA AND WHERE TO INSTALL. MANY VIEWERS ARE CONCERNED ABOUT WHY THEY CANNOT CONTINUE TO USE THEIR RABBIT EARS AS A RECEIVING ANTENNA. OUR ENGINEERING DEPARTMENT HAS GONE AS FAR AS BUYING MULTIPLE CONVERTER BOXES TO DETERMINE THE RECEPTION VIABILITY (OR NOT) OF OUR SIGNAL BOTH WITH INDOOR "RABBIT EARS" OR AN EXTERNAL ANTENNA. THIS TEST HAS HELPED IN RESPONDING TO MULTIPLE VIEWERS' QUESTIONS CONCERNING DTV OVER-THE-AIR RECEPTION. LATELY VIEWER CALLS HAVE FOCUSED ON RECEPTION ISSUES REGARDING THE USE OF THE DTV CONVERTER BOXES. ALSO INFORMATION DETAILING ACQUIRING A DTV COUPON EITHER VIA TELEPHONE OR INTERNET. IN MULTIPLE CASES THE ENGINEERING DEPARTMENT ASSISTANT HAS PHYSICALLY GONE ON-LINE TO FILL OUT THE APPLICATION FOR CALLERS...USUALLY THE ELDERLY OR THOSE WITHOUT ACCESS TO A COMPUTER.

#### 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 ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 04/07/2009

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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