

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -	
Licensee WTOL LICENSE SUBSIDIARY, LLC			
Call Sign WTOL	Facility Id 13992	Previous Call Sign (if applicable)	
Community of License			
City TOLEDO	State OH	County LUCAS	Zip Code 43604 -
Nielsen DMA TOLEDO	World Wide Web Home Page Address WWW.WTOL.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	11		
<input checked="" type="checkbox"/> Digital	17		
Report reflects information for quarter ending: 06/30/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?			
<input type="checkbox"/> Option One (A and D) <input checked="" type="checkbox"/> Option Two (B and D) <input type="checkbox"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Application Purpose:			
<input checked="" type="checkbox"/> DTV Education Report			
<input type="checkbox"/> 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	233
Total 5:00 a.m. to 1:00 a.m. CSTs	284

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.	36
PSAs	
Total 6:00 a.m. to 9:00 a.m.	14
CSTs	

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.	63
PSAs	
Total 6:00 p.m. to 11:35 p.m.	81
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	
Total 5:00 p.m. to 10:35 p.m.	
CSTs	

Comments:

OF THE 233 DTV TRANSITION-RELATED PSA'S BROADCAST BY WTOL THIS QUARTER, 201 WERE LOCALLY-PRODUCED, 27 WERE PRODUCED BY THE CBS TELEVISION NETWORK AND 5 WERE PRODUCED BY HARPO PRODUCTIONS FOR "THE OPRAH WINFREY SHOW." ALL 233 PSA BROADCASTS WERE CLOSED CAPTIONED.

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

Comments:

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:

THIS QUARTER, WTOL (TV) BROADCAST THE FOLLOWING NEWS STORIES CONCERNING THE CONVERSION TO ALL-DIGITAL TELEVISION:

APRIL 9, 2008: 5PM NEWSCAST

SO MANY HAVE APPLIED FOR THE GOVERNMENT DTV CONVERTER VOUCHERS THAT DELIVERY OF THE CARDS IS LAGGING FAR BEHIND SCHEDULE.

MAY 28, 2008: 9AM NEWSCAST

SONY HAS SIGNED A DEAL WITH SEVERAL OF THE LARGEST CABLE OPERATORS TO MARKET NEW DIGITAL TELEVISIONS THAT DON'T REQUIRE CONVERTER BOXES.

JUNE 4, 2008: 5PM NEWSCAST

CONSUMER ADVOCACY GROUPS SAY WE NEED TO BEWARE OF COMPANIES TRYING TO CONFUSE TV VIEWERS ABOUT THE SWITCH TO ALL DIGITAL BROADCASTING.

JUNE 10, 2008: 5PM NEWSCAST

A U.S. HOUSE OF REPRESENTATIVES SUBCOMMITTEE HEARD TESTIMONY REGARDING THE PLAN TO TEST THE SWITCH TO DTV FIVE MONTHS EARLY IN THE WILMINGTON, NORTH CAROLINA MARKET.

JUNE 11, 2008: 5PM NEWSCAST

LAWMAKERS ARE UPSET THAT SOME GOVERNMENT-ISSUED DTV VOUCHERS ARE EXPIRING BEFORE THEY EVEN REACH CONSUMERS.

JUNE 16, 2008: 5PM NEWSCAST

THE FCC IS CONSIDERING EXTENDING THE 90 DAY DEADLINE TO USE THE DTV CONVERTER BOX VOUCHERS.

JUNE 23, 2008: 5PM NEWSCAST

CONSUMERS NEED TO UNDERSTAND THAT THERE ARE DIFFERENCES IN THE FUNCTIONALITY OF THE DTV CONVERTER BOXES BEING SOLD.

JUNE 24, 2008: 6AM AND 9AM NEWSCASTS

THE BETTER BUSINESS BUREAU IS WARNING OHIO CONSUMERS ABOUT AN OHIO COMPANY TRYING TO SCAM CONSUMERS WHO ARE SHOPPING FOR DTV CONVERTER BOXES.

JUNE 27, 2008: 5PM NEWSCAST

SOME CONSUMERS ARE WORRIED THAT THE NEW DTV CONVERTER BOXES WILL MAKE THEIR VCR'S OBSOLETE.

IN ADDITION, TO FURTHER RAISE AWARENESS OF THE UPCOMING TRANSITION, WTOL-TV GAVE AWAY FOUR 37-INCH DIGITAL TELEVISION SETS TO WINNERS OF AN ON-AIR CONTEST. THROUGHOUT THE MONTH OF MAY, VIEWERS OF OUR NEWSCASTS HEARD ABOUT THE TRANSITION TO ALL-DIGITAL TV AND HAD A CHANCE TO WIN THE SETS.

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:

WTOL PROVIDES A WEALTH OF INFORMATION ABOUT THE TRANSITION TO DIGITAL BROADCASTING TO USERS OF OUR WEBSITE, WTOL.COM. SOME OF THE INFORMATION FOUND THERE INCLUDES:

A STORY THAT EXPLAINS THE REASONS FOR "THE BIG SWITCH"

APPLICATION INSTRUCTIONS FOR THE FEDERAL CONVERTER BOX VOUCHER PROGRAM

AN FAQ (FREQUENTLY ASKED QUESTIONS) SECTION

A GLOSSARY OF DIGITAL TV TERMS

A COUNTDOWN CLOCK SHOWING THE NUMBER OF HOURS REMAINING UNTIL THE TRANSITION

A SHOPPERS' GUIDE TO DIGITAL TELEVISION

LINKS TO A NUMBER OF OTHER WEB SITES OFFERING AN EVEN MORE EXTENSIVE COLLECTION OF INFORMATION ABOUT DIGITAL TV

TO SEE WTOL.COM'S "BIG SWITCH" STORIES, GO TO: [HTTP://WTOL.COM/GLOBAL/CATEGORY.ASP?C=113335](http://wtol.com/global/category.asp?C=113335)

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:

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
STEVE ISRAEL

Signature
STEVE ISRAEL

Date (mm/dd/yyyy)
07/08/2008

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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