

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 990958**

**Description: WALA 4TH QTR 2008 DTV ACTIVITY REPORT**  
**Application Reference Number: 20090112AFL**  
**Successfully filed at Jan 12 2009 11:32AM**

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

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. -20090112AFL	
Licensee LIN OF ALABAMA, LLC					
Call Sign WALA-TV		Facility Id 4143		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MOBILE		AL	MOBILE		36606 -
Nielsen DMA MOBILE-PENSACOLA (FT WALT)		World Wide Web Home Page Address WWW.FOX10TV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	9				
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 type="radio"/> Yes <input checked="" 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 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	373
Total 5:00 a.m. to 1:00 a.m. CSTs	268
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	62
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	
Total 6:00 p.m. to 11:35 p.m. 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	66
Total 5:00 p.m. to 10:35 p.m. CSTs	119
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	14
Comments: THE 30 MINUTE PROGRAM ENTITLED "COUNTDOWN TO DTV-ARE YOU READY," SUPPLIED BY THE NAB, AIRED ON WALA 10/4@12:30PM, 10/11@3PM, 10/18@2:30PM, 10/25@1:30PM, 11/1@12:30PM, 11/9@3:30PM, 11/16@3:30PM, 11/22@12:30PM, 11/29@12:30PM, 12/6@12:30PM, 12/13@12:30PM, 12/14@3:30PM, 12/20@5PM & 12/27@3:30PM.	

### 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	<i>Graphic Displays</i>
49	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: A COUNT DOWN TO DTV ANIMATED CRAWL RAN DAILY BEGINNING 11/17/08. DUE TO MASTER CONTROL ERROR 2 CRAWLS WERE SCHEDULED BUT MISSED. PROCEDURES WERE PUT IN PLACE TO ASSURE FUTURE COMPLIANCE.	

### 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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: NEWS STORIES ON UPCOMING DTV TRANSITION AND HOW TO CONNECT AND	

USE A CONVERTER BOX AIRED ON 10/3, 6, 13, 16 & 11/28 DURING LOCAL NEWSCASTS. IN ADDITION THE UPCOMING DTV TRANSITION WAS MENTIONED 100 TIMES, IN LOCAL NEWSCASTS, BETWEEN 10/1 AND 12/31.	
<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: WE HAVE A CUSTOMIZED SECTION ON OUR WEBSITE WITH A LINK FROM THE HOMEPAGE COMPLETE WITH INFORMATION FROM THE DTVANSWERS.COM SITE, AND COUNTDOWN AND MORE.	
<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: ON DECEMBER 17 WALA, FROM 5:25 TO 5:30PM, PARTICIPATED IN A STATEWIDE SOFT TEST TO ALERT VIEWERS THEY IF THEY SAW THE MESSAGE (BROADCAST ANALOG ONLY) THEY WOULD NO LONGER RECEIVE THIS CHANNEL AFTER FEBRUARY 16, 2009 AND THEY WOULD NEED A DIGITAL CONVERTER BOX TO RECEIVE OVER THE AIR BROADCASTS BEGINNING FEBRUARY 17, 2009. A DEMONSTRATION ON HOW TO AQUIRE A CONVERTER BOX, HOW TO CONNECT AND USE THAT CONVERTER BOX WAS A PART OF THE TELECAST. A PHONE NUMBER WAS AIRED FOR VIEWERS WITH QUESTIONS. A PHONE BANK, MADE UP OF TECHNICAL STAFF, WAS IN PLACE TO ANSWER VIEWERS' QUESTIONS.	
<b>This comment box may be used to include other comments or information about your</b>	

**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 ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 01/12/2009

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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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.**