

Federal Communications Commission

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

**Description: WALA 2QTR09 DTV ACTIVITY REPORT
Application Reference Number: 20090707AEE
Successfully filed at Jul 7 2009 4:15PM**

Based on the information supplied, no fee is required.

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -20090707AEE
Licensee LIN OF ALABAMA, LLC			
Call Sign WALA-TV	Facility Id 4143	Previous Call Sign (if applicable)	
Community of License			
City MOBILE	State AL	County MOBILE	Zip Code 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: 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 type="radio"/> Yes <input checked="" type="radio"/> No	
If YES , Complete Section E			
Simulcasting:			
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.			
Application Purpose:			
<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	296
Total 5:00 a.m. to 1:00 a.m. CSTs	334
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	76
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	76
Total 5:00 p.m. to 10:35 p.m. CSTs	192
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	6
Comments: THE 30 MINUTE PROGRAM ENTITLED "COUNTDOWN TO DTV-REVISED," SUPPLIED BY THE NAB, AIRED ON WALA 5/2 @ 5:30PM, 5/9 @1:30PM, 5/16 @ 11:30AM, 5/24 @ 11:30AM, 5/30 @ 2:00PM & 6/6 IN PRIME TIME @ 9:30PM.	

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	<i>Graphic Displays</i>
122	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

WALA AIRED TWO COUNTDOWN CRAWLS PER DAY BEGINNING 60 DAYS FROM THE 6/12/09 DIGITAL TRANSITION DATE AS WELL AS DAILY COUNTDOWN REMINDERS DURING EACH OF OUR LOCAL NEWSCASTS.

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:	

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:

DTV TRANSITION INFORMATION WAS COVERED 329 TIMES DURING LOCAL NEWSCASTS IN THE LAST QUARTER.

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:

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.

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:

WALA CONDUCTED 5 MINUTE "SOFT TESTS" ON ITS ANALOG SIGNAL ONLY ON 5/29/09 @ 7:25AM, 11:25AM & 5:25PM. DURING THESE TESTS PERTINENT INFORMATION SUCH AS NAB, FCC & LOCAL DTV HOTLINE NUMBERS AS WELL AS WEBSITE HELP ADDRESSES WERE TELECAST. ON 6/8/09 WALA PARTICIPATED WITH FCC STAFF AND OTHER TV STATIONS IN THE MARKET TO HOST A DAYLONG (8AM-4PM) PHONE BANK TO ANSWER VIEWER QUESTIONS. ON 6/12/09 WALA AIRED A FULL SCREEN GRAPHIC ON ITS ANALOG SIGNAL FROM 8:00AM UNTIL 11:59PM INFORMING VIEWERS THAT ANALOG PROGRAMMING HAD CEASED AND LISTED NAB, FCC & LOCAL DTV HOTLINE NUMBERS AS WELL AS WEBSITE HELP ADDRESSES. ON 6/12/09 WALA ALSO MAINTAINED A LOCAL PHONE BANK ALONG WITH FCC STAFF TO ANSWER VIEWERS QUESTIONS.

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)

07/07/2009

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).

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-PER, 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. 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.