

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 365177**

**Description: WBNX-TV 1Q 2009**  
**Application Reference Number: 20090409AJR**  
**Successfully filed at Apr 9 2009 3:08PM**

**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 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. -20090409AJR	
Licensee WINSTON BROADCASTING NETWORK, INC.					
Call Sign WBNX-TV		Facility Id 72958		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AKRON		OH	SUMMIT		44223 -
Nielsen DMA CLEVELAND-AKRON (CANTON)		World Wide Web Home Page Address WWW.WBNX.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	55				
<input checked="" type="checkbox"/> Digital	30				
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 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	321
Total 5:00 a.m. to 1:00 a.m. CSTs	257

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	57
Total 6:00 a.m. to 9:00 a.m. CSTs	30

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	137
Total 6:00 p.m. to 11:35 p.m. CSTs	66

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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0

Comments:

THE STATION AIRED :30 NAB PSAS GEARED TOWARD ADULTS. " IS YOUR TV READY?", "DTV/HELP NOW", "KNOW IT ALL", "CHECKLIST", "JUNE 12TH SWITCH", "NOT TECHNICALLY MINDED".

THE STATION ALSO PRODUCED TWO :30 DTV PSA GEARED TOWARD ADULTS:

A. "DID YOU KNOW THAT BY LAW ALL ANALOG BROADCASTS WILL END AND BE REPLACED IN A DIGITAL FORMAT BY FEBRUARY 17, 2009? I'M MELANIE MURPHY. EXPERIENCE TELEVISION LIKE NEVER BEFORE... IT'S DIGITAL TV! THAT MEANS CLEARER PICTURES, BETTER SOUND, MORE CHANNELS AND NO DISRUPTIONS FROM THE WEATHER WHEN YOU ARE WATCHING YOUR FAVORITE SHOWS. SOUNDS GREAT, HUH? BUT, SOME TV'S NEED AN UPGRADE TO GET DIGITAL, OR YOU COULD LOSE YOUR SIGNAL!

GO TO W-B-N-X DOT COM AND CLICK ON THE DIGITAL TV LINK TO LEARN MORE ABOUT THE SWITCH."

B. "IS YOUR TV READY FOR DIGITAL? HELLO, I'M MELANIE MURPHY FROM WBNX THE CW. BY FEBRUARY 17TH TV STATIONS WILL STOP BROADCASTING ANALOG AND BROADCAST ONLY IN DIGITAL. YOUR TV NEEDS TO BE READY SO YOU CAN KEEP WATCHING BUT IF YOU USE AN OLDER TV WITH RABBIT EARS OR ROOF TOP ANTENNA YOU NEED TO ACT BUT DON'T DELAY OR (STATIC). IS YOUR TV READY FOR DIGITAL? FOR MORE INFORMATION VISIT DTV.GOV OR DIAL 1-888-CALLFCC".

THE STATION PRODUCED AND AIRED A :30 PSA GEARED TOWARD KIDS. "KIDS! I HOPE YOU'RE READY FOR THE DIGITAL WORLD! FEBRUARY ALL OF THE TELEVISION GOES FOR THESE SPECIAL GOVERNMENT COUPONS. THEY LOOK LIKE CREDIT CARDS, AND THEY'RE FREE WHEN YOUR PARENTS CALL THE NUMBER ON YOUR SCREEN! THESE CARDS GIVE YOU A MAJOR DISCOUNT TO WARDS A DTV BOX THAT CAN CONVERT YOUR TELEVISION SET INTO A DIGITAL TV SET. IF YOU DON'T HAVE A DIGITAL BOX COME FEBRUARY 2009, YOUR CARTOONS WILL LOOK LIKE THIS! (PULL THE PLUG AND SHOW/HEAR STATIC)!"

THE STATION AIRED A :60 CRAWL AFTER THE 1/15/09 FCC DTV ANALOG SOFT SHUT-OFF TEST WITH THE FOLLOWING TEXT "IF YOU ARE HAVING TECHNICAL ISSUES WITH THE DTV TRANSITION THEN CALL OUR PHONE BANK AT 1-866-949-1316 UNTIL 9:30P TONIGHT." THE CRAWL AIRED A TOTAL OF 4 TIMES BETWEEN 7:36PM-9:30PM. EACH TIME IT AIRED IT SCROLLED TWICE.

THE DAYS FOLLOWING THE SHUT-OFF TEST 1/15-18/09 THE STATION AIRED A :60 CRAWL WITH THE FOLLOWING TEXT "IF YOU DID HAVE TECHNICAL ISSUES WITH THE DTV TRANSITION THEN CALL OUR PHONE BANK 1-866-949-1316". THIS CRAWL AIRED A TOTAL OF 36 TIMES ROS. EACH TIME IT AIRED IT SCROLLED TWICE.

1/1/09-2/9/09 THE STATION AIRED A :60 CRAWL WITH THE FOLLOWING TEXT: "ON FEBRUARY 17, 2008, FULL POWER ANALOG BROADCASTING WILL END, AND ANALOG ONLY TELEVISIONS MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A CONVERTER BOX.

TO GET MORE INFORMATION CALL 1-888-DTV-2009 OR GO TO WWW.DTV2009.GOV. A QUARTERLY REPORT DESCRIBING WBNX TV'S DIGITAL TELEVISION TRANSITION EDUCATION EFFORTS IS AVAILABLE FOR PUBLIC REVIEW ON WWW.WBNX.COM AND IN THE PUBLIC INSPECTION FILE AT OUR STUDIO LOCATED AT 2690 STATE RD. CUYAHOGA FALLS, OH"

2/9/09-3/31/09 THE STATION AIRED A :60 CRAWL WITH THE FOLLOWING TEXT: "THE NEW NATIONAL TRANSITION DATE OF JUNE 12, 2009, FOR FULL POWER ANALOG BROADCASTING WILL END, AND ANALOG ONLY TELEVISIONS MAY LOOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A CONVERTER BOX. TO GET MORE INFORMATION CALL 1-888-DTV-2009 OR GO TO WWW.DTV2009.GOV. A QUARTERLY REPORT DESCRIBING WBNX TV'S DIGITAL TELEVISION TRANSITION EDUCATION EFFORTS IS AVAILABLE FOR PUBLIC REVIEW ON WWW.WBNX.COM AND IN THE PUBLIC INSPECTION FILE AT OUR STUDIO LOCATED AT 2690 STATE RD. CUYAHOGA FALLS, OH".

**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
Comments:	

**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.	
78	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: WBNX AIRED TWO 100 DAY "COUNTDOWN TO DTV" :10 GRAPHIC DISPLAYS A DAY. COUNTDOWNS WERE SUSPENDED FEBRUARY 9, 2009.	

**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: THE STATION PRODUCED AND AIRED A :20 PSA GEARED TOWARD ADULTS: " HI I'M MELANIE MURPHY. HERE ARE SOME TIPS TO MAKE SURE THAT EVERYONE CAN EXPERIENCE THE BENEFITS OF DIGITAL TV: ONE: DIGITAL IS AVAILABLE NOW. WHY WAIT! TWO: TEST YOUR EQUIPMENT EARLY. IF YOU HAVE A CONVERTER BOX, MAKE SURE YOU DON'T HAVE ANY PROBLEMS INSTALLING IT OR PICKING UP NEW DIGITAL CHANNELS. AND THREE: HELP OTHERS GET CONNECTED. LEARN MORE AT WBNX.COM/DIGITAL.  ALSO A :10 DTV TRANSITION PSA GEARED TO WARDS ADULTS WHICH AIRED A TOTAL OF 39 TIMES 5A-1A.	

THE STATION PRODUCED AND AIRED A :15 & :10 DTV PSA INFORMING VIEWERS ABOUT THE STATION'S SWITCH DATE:

:15

"THE NATIONWIDE SWITCH TO DIGITAL TV IS NOW JUNE 12TH! SOME STATIONS ARE SWITCHING EARLY. FOR THE CONVENIENCE OF OUR AUDIENCE, WBNX HAS MADE THE DECISION TO CONTINUE TO BROADCAST OUR ANALOG SIGNAL THRU JUNE 12TH. GET READY FOR DIGITAL TELEVISION NOW!"

:10

"SOME STATIONS ARE SWITCHING TO DIGITAL TV EARLY! TO HELP OUR VIEWERS PREPARE FOR DTV, WBNX HAS DECIDED TO BROADCAST IT'S ANALOG SIGNAL THRU JUNE 12TH."

**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?  Yes  No  
The comment box may be used to describe what was posted on the station's Website.

Comments:  
WBNX.COM HAS A DTV SECTION THAT CAN BE ACCESSED FROM THE NAVIGATION BAR ON THE HOME PAGE AND THROUGHOUT THE SITE. THIS SECTION IS SOLELY DEDICATED TO EDUCATE THE PUBLIC ABOUT THE DTV TRANSITION. ELEMENTS OF THIS SECTION INCLUDE A RUNNING NAB DTV VIDEO PSA, LINKS TO EDUCATIONAL MATERIALS TO PRINT AND TO DTVANSWERS.COM.

**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:  
DTV TRANSITION POSTER WAS DISPLAYED AND PAMPHLETS WERE MADE AVAILABLE AT THE WBNX TV BOOTH AT THE UNIVERSITY OF AKRON CAREER FAIR AND AT THE AKRON HOME & FLOWER SHOW. DTV PAMPHLETS AND MAGNETS WERE PASSED OUT AT THE FOLLOWING AKRON MIDDLE SCHOOLS 1/5/09-2/6/09: PERKINS, LITCHFIELD, RIEDINGER, HYRE, ROOSEWELL KENT, GOODRICH, AND INNES.

Other (describe)  
Comments:  
DTV TRANSITION POSTERS ARE POSTED IN THE STATION BREAK ROOM, PROVIDING EMPLOYEES WITH INFORMATION TO USE TO EDUCATE THEIR FAMILIES, FRIENDS, AND MEMBERS OF THE COMMUNITY ABOUT THE DTV TRANSITION.

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

Comments:  
WBNX PARTICIPATED IN THE FCC'S DTV SOFT SHUT-OFF TEST ON 1/15/09 AT 7:30PM. THE STATION AIRED A :10 PSA TO PROMOTE THE TEST A TOTAL OF 12 TIMES ROS AND AIRED A TOTAL OF 36 CRAWLS PROMOTING THE PHONE BANK FROM THE TEST THRU 1/18/09. THREE WBNX STATION PERSONNEL WORKED ONE THE CLEVELAND PHONE BANK AS WELL 7:30-9:30PM.

**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 GENERAL MANAGER
Signature LOU SPANGLER	Date (mm/dd/yyyy) 04/08/2009

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. 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.**