

Federal Communications Commission

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Description: WBNX-TV 2Q 2009 FORM 388
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090710ANY	
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: 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	223
Total 5:00 a.m. to 1:00 a.m. CSTs	216
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	59
Total 6:00 a.m. to 9:00 a.m. CSTs	20
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	106
Total 6:00 p.m. to 11:35 p.m. CSTs	58
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
Comments:	
THE STATION AIRED A COMBINATION OF 15-SECOND AND 30-SECOND NAB PSAS GEARED TOWARD ADULTS. "JUNE 12TH SWITCH", "NOT TECHNICALLY MINDED", "ANTENNA", "HOOKING UP CONVERTER BOX", AND "RE-SCANNING".	
THE STATION PRODUCED AND AIRED 15-SECOND AND 10-SECOND DTV PSAS INFORMING VIEWERS ABOUT THE STATION'S TRANSITION DATE:	
15-SECOND SPOT:	
"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-SECOND SPOT:	
"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."	
4/1/09-6/1/09 THE STATION AIRED A CRAWL WITH THE FOLLOWING TEXT : "BY JUNE 12TH, ANTENNA TV WILL BE COMPLETELY CONVERTED TO DIGITAL. WBNX WILL SWITCH ON JUNE 12 10AM, BUT SOME LOCAL STATIONS MAY SWITCH SOONER. TO GET READY, BUY A DTV SET OR CONVERTER BOX AND TEST YOUR ANTENNA. TO CONTINUE RECEIVING WBNX, YOU WILL NEED A UHF ANTENNA. IF YOU GET AN UNCLEAR SIGNAL OR NO SIGNAL AT ALL, YOU MAY NEED A NEW UHF OR VHF-UHF ANTENNA. RE-SCAN YOUR CONVERTER BOX OR DTV SET PERIODICALLY, ESPECIALLY AFTER JUNE 12TH. RE-SCANNING ENSURES YOU RECEIVE ALL AVAILABLE CHANNELS. FOR HELP WITH DIGITAL RECEPTION ISSUES OR OTHER DTV QUESTIONS YOU CAN CALL 1-888-CALL-FCC, 1-888-TELL-FCC (TTY), 440-843-5555 (WBNX) OR GO TO WWW.DTV.GOV. REPORTS DESCRIBING WBNX-TV'S DTV EDUCATION EFFORTS ARE AVAILABLE AT WWW.WBNX.COM AND IN OUR PUBLIC FILE AT 2690 STATE RD, CUYAHOGA FALLS, OH.	
6/2/09-6/12/09 THE STATION AIRED A CRAWL WITH THE FOLLOWING TEXT: "BY JUNE 12TH, ANTENNA TV	

WILL BE COMPLETELY CONVERTED TO DIGITAL. WBNX WILL SWITCH ON JUNE 12 10AM, BUT SOME LOCAL STATIONS MAY SWITCH SOONER. TO GET READY, BUY A DTV SET OR CONVERTER BOX AND TEST YOUR ANTENNA. TO CONTINUE RECEIVING WBNX, YOU WILL NEED A UHF ANTENNA. IF YOU GET AN UNCLEAR SIGNAL OR NO SIGNAL AT ALL, YOU MAY NEED A NEW UHF OR VHF-UHF ANTENNA. RE-SCAN YOUR CONVERTER BOX OR DTV SET PERIODICALLY, ESPECIALLY AFTER JUNE 12TH. RE-SCANNING ENSURES YOU RECEIVE ALL AVAILABLE CHANNELS. FOR HELP WITH DIGITAL RECEPTION ISSUES OR OTHER DTV QUESTIONS YOU CAN CALL 1-888-CALL-FCC, 1-888-TELL-FCC (TTY), 440-843-5555 (WBNX) OR GO TO WWW.DTV.GOV. FOR WALK-IN DTV HELP CENTERS IN THE CLEVELAND AREA CALL 216-323-3981 MON-SAT. 9AM-8PM SUN 10AM-6PM. REPORTS DESCRIBING WBNX-TV'S DTV EDUCATION EFFORTS ARE AVAILABLE AT WWW.WBNX.COM AND IN OUR PUBLIC FILE 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., 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	1
Comments: MAY 23, 2009 AT 1:30PM	

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?	
133	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: WBNX AIRED TWO 60-DAY "COUNTDOWN TO DTV" 10-SECOND GRAPHIC DISPLAYS PER DAY, BEGINNING APRIL 13, 2009.	

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: SEE COMMENT BOX ABOVE IN SECTION B.	
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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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: AS A PART OF THE NATION WIDE "SOFT" TESTS, WBNX TV CONDUCTED AN ON-AIR "SOFT" DTV TEST ON MAY 21, 2009 AT 7:25-7:30AM, 12:25-12:30PM, AND 6:25-6:30PM. DURING THE TEST WBNX TV AIRED AN INFORMATIONAL GRAPHIC VIA ITS ANALOG SIGNAL FOR FIVE MINUTES OFFERING VIEWERS INFORMATION ON HOW TO CONTINUE TO RECEIVE WBNX TV'S SIGNAL FOLLOWING JUNE 12, 2009. ONLY VIEWERS WHOSE TV SETS WERE NOT PREPARED FOR DIGITAL TRANSITION SAW THE TEST MESSAGE. VIEWERS WATCHING WBNX TV'S DIGITAL SIGNAL CONTINUED TO SEE REGULAR PROGRAMMING.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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: 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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> 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: ALSO, THE STATION PRODUCED AND AIRED A 10-SECOND DTV TRANSITION PSA GEARED TOWARD ADULTS WHICH AIRED A TOTAL OF 11 TIMES ROS AND A 15-SECOND DTV PSA GEARED TOWARD	

ADULTS AIRED AN ADDITIONAL 4 TIMES AFTER 1AM ROS.

WBNX PRODUCED AND AIRED A 30-SECOND "DOUBLE SCAN" PSA AFTER THE TRANSITION (6/12/09-6/30/09) FOR A TOTAL OF 17 AIRINGS ROS WITH THE FOLLOWING TEXT:

"IF YOU'RE HAVING TROUBLE RECEIVING WBNX OR OTHER CHANNELS IN DIGITAL, FOLLOW THESE FIVE SIMPLE STEPS:

1. DISCONNECT THE ANTENNA FROM THE BOX OR DIGITAL TV
2. RE-SCAN THE BOX OR DIGITAL TV WITHOUT THE ANTENNA CONNECTED. AS WITH ANY SCAN FOLLOW THE ON-SCREEN INSTRUCTIONS OR OWNER'S MANUAL FOR YOUR DEVICE
3. UNPLUG THE BOX OR DIGITAL TV FROM THE ELECTRICAL OUTLET FOR AT LEAST ONE MINUTE
4. RECONNECT THE ANTENNA TO THE BOX OR DIGITAL TV AND PLUG THE UNIT INTO THE ELECTRICAL OUTLET.
5. RESCAN THE BOX OR DIGITAL TV ONE MORE TIME.

CALL 1-888-CALL-FCC FOR ASSISTANCE."

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) 07/10/2009

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-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.