

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. BDERCT-20090108ACJ	
Licensee WTWC					
Call Sign WTWC-TV		Facility Id 66908		Previous Call Sign (if applicable)	
Community of License					
City TALLAHASSEE		State FL	County LEON	Zip Code 32312 -	
Nielsen DMA TALLAHASSEE-THOMASVILLE		World Wide Web Home Page Address WWW.WTWC40.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	40				
<input checked="" type="checkbox"/> Digital	40				
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 checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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	314

Total 5:00 a.m. to 1:00 a.m. CSTs	218
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	51
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	97
Total 6:00 p.m. to 11:35 p.m. CSTs	109
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	
<p>Comments:</p> <p>THE TEXT OF OUR CRAWL IS AS FOLLOWS: AN IMPORTANT MESSAGE FROM WTWC-TV: FULL POWER ANALOG TV BROADCASTS WILL END ON 2/17/09 AT 11:59:59PM AND ANALOG-ONLY TELEVISIONS MAY LOSE SIGNAL BEING VIEWED UNLESS VIEWER TAKES ACTION. OVER-THE-AIR VIEWING ON ANALOG-ONLY TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLES, VCRS, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW WTWC-TV AND OTHER BROADCAST STATIONS, PLEASE VISIT WWW.WTWC40.COM OR DTV.GOV. OR CALL 1 888 225-5322 TO GET MORE INFORMATION.</p> <p>THE SCRIPTS FOR THE PSA'S ARE AS FOLLOWS:</p> <p>THE FUTURE IS HERE. RIGHT HERE IN THIS BOX... BECAUSE THIS BOX HAS THE POWER. THE POWER TO CONVERT YOUR NON-DIGITAL TV INTO DTV - DIGITAL TELEVISION AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE. MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009, OR ALL YOU'LL SEE IS - LEARN MORE ABOUT THE CONVERTER BOX AND COUPON. CALL 888-DTV-2009 OR GO TO DTV 2009 DOT GOV.</p> <p>:30 SEC JUST A BOX SCRIPT NAB4ABOX30 ENGST</p> <p>THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR. IF YOU NOW OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV... ...OR IT WILL STOP WORKING. CALL THIS NUMBER OR VISIT DTV 2009-DOT-GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX. THEN ENJOY FREE OVER-THE-AIR DTV WITH BETTER PICTURE AND SOUND. DON'T WAIT. MAKE SURE YOUR TV IS DTV.</p>	

:30 SEC THE FUTURE IS HERE NAB3FUTU30 ENG

:30 DTV ANSWERS SCRIPT
NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER?
ESPECIALLY TELEVISION.
DIGITAL TV'S GOT
BETTER PICTURE
BETTER SOUND
MORE CHANNELS---
IN FACT, DIGITAL'S SO MUCH BETTER THAT, BY LAW, ALL BROADCAST TV HAS TO BE DIGITAL BY
2009 BUT THERE'S A CATCH:
SOME TV'S NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL.
GET THE FACTS.
VISIT DTVANSWERS.COM TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL.
OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED.

:30 SEC DIGITAL IS IN THE AIR SCRIPT NAB5DIGI30 ENGST

MR. TELEVISION (1)

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TV'S MUST BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL
STOP WORKING.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: THAT MAKES IT BETTER?

MR. TELEVISION: YES, THEN YOUR ANTENNA TV WILL GET BETTER PICTURE AND SOUND, AND EVEN
MORE CHANNELS.

TIMMY: HOW'S THAT POSSIBLE?

MR. TELEVISION: DIGITAL SIGNALS ELIMINATE INTERFERENCE AND "SNOW", TO DELIVER A CRYSTAL
CLEAR PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.
ISCI: NAB12-MRTV1-30-ENG-ST
LENGTH: 30 SEC

MR. TELEVISION (2)

ANNOUNCER: ASK MR. TELEVISION!

TIMMY: IS IT TRUE - ANTENNA TV'S HAVE TO BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL
STOP WORKING?

MR. TELEVISION: TRUE, TIMMY. BUT ALL YOU NEED TO DO IS GET A LOW-COST CONVERTER BOX
LIKE THIS.

TIMMY: THAT'S BETTER?

MR. TELEVISION: SIDE BY SIDE, IT'S BETTER PICTURE AND SOUND, AND THE BEST HIGH-DEFINITION
IF YOU HAVE AN HD SET. ENGINEERS SAY THESE FREE OVER-THE-AIR HD SIGNALS WILL DELIVER

THE BEST HI-DEFINITION PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.
ISCI: NAB12-MRTV2-30-ENG-ST
LENGTH: 30 SEC

MR. TELEVISION (3)

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TV OWNERS NEED TO UPGRADE TO DIGITAL OR THEIR TVS WON'T WORK.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: NEAT!

MR. TELEVISION: IT IS NEAT, BECAUSE IT GIVES PEOPLE NEW, FREE CHANNELS.

TIMMY: REALLY?

MR. TELEVISION: DIGITAL SIGNALS ARE MORE EFFICIENT, SO STATIONS CAN BROADCAST MORE FREE CHANNELS. WITH A DIGITAL CONVERTER BOX, SUDDENLY YOUR OLD TV OFFERS A NEW WORLD OF CHOICES. VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.
ISCI: NAB12-MRTV3-30-ENG-ST
LENGTH: 30

ANTENNA HIGHWAY

NOW WE'RE ALL HEADING UP THE DIGITAL HIGHWAY - WITH THE SWITCH TO FREE DIGITAL TV SIGNALS IN FEBRUARY 2009. AND MOST ANTENNA-TV VIEWERS KNOW WE CAN UPGRADE OUR TVS TO DTV WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT TO GET THE DIGITAL SIGNAL? BETTER PICTURE AND SOUND AND THE BEST HI-DEF - PLUS NEW FREE CHANNELS...AND SERVICES - YOU ALSO NEED THE RIGHT ANTENNA. START YOUR RIDE NOW. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER (1-888-CALL-FCC). MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.
ISCI: NAB13-ANT-30-ENG-ST
LENGTH: 30 SEC

NOT TECHNICALLY MINDED

YOU DON'T HAVE TO BE TECHNICALLY-MINDED TO GET READY FOR DIGITAL TV. MOST ANTENNA TV VIEWERS KNOW WE CAN UPGRADE OUR TVS WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT HERE'S ADVICE ABOUT THE RIGHT ANTENNA. DIGITAL TECHNOLOGY CAN NOW BROADCAST MORE CHANNELS FOR FREE - EVEN FREE HD CHANNELS. BE SURE YOU HAVE THE BEST VHF-UHF ANTENNA TO ENSURE YOU GET ALL THE FREE CHANNELS OUT THERE. FOR HELP VISIT ANTENNAWEB.ORG. MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.
ISCI: NAB14-TECH-30-ENG-ST
LENGTH: 30 SEC
RETRO ANIMATION SPOT

HEY, COOL CATS! OUR MODERN TV TECHNOLOGY IS TAKING OFF - SO MAKE SURE YOU'RE ON BOARD!! IT'S GOING FROM REGULAR TV SIGNALS TO DTV DIGITAL SIGNALS. DTV HAS BETTER PICTURE, BETTER SOUND, MORE CHANNELS, AND THE BEST IN HIGH-DEFINITION! IF YOU WATCH AN

ANTENNA TV, JUST GET A DTV CONVERTER BOX BY FEBRUARY 2009, OR YOUR TV WILL BLITZ OFF! DO IT NOW, AND YOU'RE READY FOR FREE OVER-THE-AIR DIGITAL TV! GET HIP! DIAL THIS NUMBER (1-888-DTV-2009) OR CHECK OUT DTVANSWERS.COM ON YOUR COMPUTATION MACHINE.
 ISCI: NAB8RR-ANIM-30-ENG-ST
 LENGTH: 30 SEC

THE FULL SCHEDULE OF THE PSA AND CRAWLS ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE PUBLIC FILE.

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: WTWC DID NOT AIR A 30 MINUTE PROGRAM IN THE 4TH QUARTER OF 2008.	

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.	
52	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: WTWC AIRED A LOWER THIRD GRAPHIC FOR :06 FOR EACH DAY THROUGHOUT THE QUARTER STARING ON NOVEMBER 10, 2008. THE COUNTDOWN WAS DESIGNED TO INFORM VIEWERS OF HOW MANY DAYS REMAINED UNTIL THE DTV CONVERSION. THE TIMES THE COUNTDOWN GRAPHICS AIRED WAS PAROXIMATELY THE SAME TIME WEEKLY: MON. 11:00AM-12:00PM TUE. 3:00PM-4:00PM WED. 10:00AM-11:00AM THUR. 5:00PM-6:00PM FRI. 7:00PM-7:30PM SAT. 8:05PM SUN. 8:00AM-9:AM	

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.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: WTWC PROVIDES A LINK ON THEIR WEBSITE TO DTVANSWERS.COM A INITIATIVE OF THE NAB. THIS INFORMATIVE SITE GIVES A COUNTDOWN TO THE CONVERSION DAY, EXPLAINS WHAT DTV IS, WHY ARE WE SWITCHING, HOW TO CHOSE A CONVERTER AND ANTANNAE. THIS SITE IS VERY INFORMATIVE AND SHOULD ANSWER ALL THE VIEWERS QUESTIONS ABOUT DTV.	
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: WTWC ADMINISTERED TWO SOFT TESTS DURING THE FOURTH QUARTER OF 2008. THESE TESTS WERE ADMINISTERED ON 11/25/08 AT 7:10 PM AND ON 12/17/08 AT 6:25 PM.	
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 RALPH ERIK GAINES
Signature RALPH ERIK GAINES	Date (mm/dd/yyyy) 01/08/2009

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).

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.

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. BDERCDT-20100108ACH	
Licensee WTWC					
Call Sign WTWC-TV		Facility Id 66908		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
TALLAHASSEE		FL	LEON		32312 -
Nielsen DMA TALLAHASSEE-THOMASVILLE		World Wide Web Home Page Address WWW.WTWC40.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital		40			
Report reflects information for quarter ending: 12/31/2009					
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, 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)? If YES, Complete Section E				<input type="radio"/> Yes <input checked="" type="radio"/> No	
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? 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.				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		DTV Quarterly Activity Station Report	
		FOR COMMISSION USE ONLY FILE NO. BDERCT-20080709AAR	
Licensee WTWC			
Call Sign WTWC-TV	Facility Id 66908	Previous Call Sign (if applicable)	
Community of License			
City TALLAHASSEE	State FL	County LEON	Zip Code 32312 -
Nielsen DMA TALLAHASSEE-THOMASVILLE	World Wide Web Home Page Address WWW.WTWC40.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	40		
<input checked="" type="checkbox"/> Digital	40		
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="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	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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	308

Total 5:00 a.m. to 1:00 a.m. CSTs	209
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	48
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	123
Total 6:00 p.m. to 11:35 p.m. CSTs	101
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
<p>Comments:</p> <p>THE TEXT OF OUR CRAWL IS AS FOLLOWS: AN IMPORTANT MESSAGE FROM WTWC-TV: FULL POWER ANALOG TV BROADCASTS WILL END ON 2/17/09 AT 11:59:59PM AND ANALOG-ONLY TELEVISIONS MAY LOSE SIGNAL BEING VIEWED UNLESS VIEWER TAKES ACTION. OVER-THE-AIR VIEWING ON ANALOG-ONLY TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLES, VCRS, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW WTWC-TV AND OTHER BROADCAST STATIONS, PLEASE VISIT WWW.WTWC40.COM OR DTV.GOV. OR CALL 1 888 225-5322 TO GET MORE INFORMATION.</p> <p>THE SCRIPTS FOR THE PSA'S ARE AS FOLLOWS:</p> <p>:30 DTV ANSWERS SCRIPT NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER? ESPECIALLY TELEVISION. DIGITAL TV'S GOT BETTER PICTURE BETTER SOUND MORE CHANNELS--- IN FACT, DIGITAL'S SO MUCH BETTER THAT, BY LAW, ALL BROADCAST TV HAS TO BE DIGITAL BY 2009 BUT THERE'S A CATCH: SOME TV'S NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL. GET THE FACTS. VISIT DTVANSWERS.COM TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL. OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED.</p> <p>:30 SEC DIGITAL IS IN THE AIR SCRIPT NAB5DIGI30 ENGST</p> <p>THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR. IF YOU NOW OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV... ...OR IT WILL STOP WORKING. CALL THIS NUMBER OR VISIT DTV 2009-DOT-GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.</p>	

THEN ENJOY FREE OVER-THE-AIR DTV WITH BETTER PICTURE AND SOUND.
DON'T WAIT. MAKE SURE YOUR TV IS DTV.

:30 SEC THE FUTURE IS HERE NAB3FUTU30 ENG

THE FUTURE IS HERE.
RIGHT HERE IN THIS BOX...
BECAUSE THIS BOX HAS THE POWER.
THE POWER TO CONVERT YOUR
NON-DIGITAL TV INTO DTV - DIGITAL TELEVISION
AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE.
MAKE SURE YOUR TV IS DTV
BEFORE FEBRUARY 2009, OR ALL YOU'LL SEE IS -
LEARN MORE ABOUT THE CONVERTER BOX AND COUPON.
CALL 888-DTV-2009 OR GO TO DTV 2009 DOT GOV.

:30 SEC JUST A BOX SCRIPT NAB4ABOX30 ENGST

IT MIGHT SEEM STRANGE,
BUT YOUR ANTENNA TV
COULD BECOME JUST A BOX...
...IF YOU DON'T GET THIS BOX.
IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE UPGRADED TO DIGITAL
TELEVISION WITH THIS DTV CONVERTER BOX.
WITHOUT THIS UPGRADE, YOUR ANTENNA TV WILL NOT WORK.
MAKE SURE YOUR TV IS DTV.
CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM.
DON'T LET YOUR TV BECOME JUST "A BOX."

THE FULL SCHEDULE OF THE PSA AND CRAWLS ARE AVAILABLE ON THE STATIONS WEBSITE AND IN
THE PUBLIC FILE.

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	1
Comments: COUNTDOWN TO DTV - ARE YOU READY? AIRED ON OUR STATION JUNE 6, 2008 AT 6PM	

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.	
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.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: WTWC PROVIDES A LINK ON THEIR WEBSITE TO DTVANSWERS.COM A INITIATIVE OF THE NAB. THIS INFORMATIVE SITE GIVES A COUNTDOWN TO THE CONVERSION DAY, EXPLAINS WHAT DTVIS, WHY ARE WE SWITCHING, HOW TO CHOSE A CONVERTER AND ANTANNAE. THIS SITE IS VERY INFORMATIVE AND SHOULD ANSWER ALL THE VIEWERS QUESTIONS ABOUT DTV.	
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 type="checkbox"/> 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 PROGRAM COORDINATOR
Signature RALPH ERIK GAINES	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).

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.

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. BDERCDT-20090710ABI	
Licensee WTWC			
Call Sign WTWC-TV	Facility Id 66908	Previous Call Sign (if applicable)	
Community of License			
City TALLAHASSEE	State FL	County LEON	Zip Code 32312 -
Nielsen DMA TALLAHASSEE-THOMASVILLE	World Wide Web Home Page Address WWW.WTWC40.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	40		
<input checked="" type="checkbox"/> Digital	40		
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)? If YES, Complete Section E.		<input type="radio"/> Yes <input checked="" type="radio"/> No	
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? 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.		<input checked="" type="radio"/> Yes <input type="radio"/> No	
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	645
Total 5:00 a.m. to 1:00 a.m. CSTs	276
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	90
Total 6:00 a.m. to 9:00 a.m. CSTs	21
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	224
Total 6:00 p.m. to 11:35 p.m. CSTs	119
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments:	
<p>THE TEXT OF OUR CRAWL IS AS FOLLOWS: AN IMPORTANT MESSAGE FROM WTWC-TV: FULL POWER ANALOG TV BROADCAST WILL END 6/12/2009 11:59PM (OUR DIGITAL WILL BE SWITCHING FROM VHF 40.1 TO UHF 40.1 ON 6/12/2009)ANALOG-ONLY TELEVISIONS MAY LOSE SIGNAL BEING VIEWED UNLESS VIEWERS TAKE ACTION. OVER -THE-AIR VIEWING ON ANALOG TELEVISION WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCAST FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLE, VCR,S DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW WTWC-TV , PLEASE VISIT WTWC40.COM AND FOR MORE INFORMATION ON OTHER BROADCAST STATIONS, PLEASE VISIT DTV.GOV OR CALL 1-888-225-5322 . THE TEXT OF OUR RESCAN CRAWL IS AS FOLLOWS: AN IMPORTANT MESSAGE FROM WTWC NBC-40,ANALOG TV WILL CEASE JUNE 12 2009 AT 12:01 AM PLEASE BE SURE TO RESCAN YOUR DTV CONVERTER BOX AND DIGITAL TV SET IN ORDER TO RECEIVE ALL YOUR LOCAL DIGITAL CHANNELS. THE TEXT OF OUR DTV WALKIN CENTER IS AS FOLLOWS: THE FCC HAS SET UP A DTV WALK IN HELP CENTER FOR ALL YOUR DIGITAL TRANSITION QUESTION AT BEST BUY 1400 APALACHEE PKWY TALLAHASSEE, FL , DTV CENTER HOURS: 7 DAYS: 12:00PM-8:00PM</p>	

THE TEXT OF OUR POST TRANSITION CRAWL IS AS FOLLOWS:

WTWC-TV, TALLAHASSEE FL, HAS DELAYED THE CONSTRUCTION AND OPERATION OF OUR POST TRANSITION DTV SERVICE. THIS DELAY HAS AFFECTED OUR DIGITAL ANTENNA AND HAS RESULTED IN A REDUCED DIGITAL SIGNAL UNTIL LATER THIS YEAR. VIEWERS ON THE FRINGE OF OUR SIGNAL MAY NOT RECEIVE US UNTIL THE CONSTRUCTION IS COMPLETE. VIEWERS CAN RECEIVE OUR SIGNAL ON CHANNEL 40 OR THROUGH THE USE OF CABLE OR SATELLITE SYSTEMS. PLEASE CALL 850-893-4140 OR MAIL COMMENTS OR QUESTIONS TO 8440 DEERLAKE S. TALLAHASSEE FL 32312. OR LOG ON TO OUR WEBSITE AT WTWC40.COM THE

SCRIPTS FOR THE PSA'S ARE AS FOLLOWS:

ANALOG SHUT OFF PSA

:30 SECS IN LENGTH

WTWC NBC 40 TALLAHASSEE WILL TERMINATE ITS ANALOG OVER-THE-AIR OPERATIONS ON JUNE 12 AT 11:59PM. WTWC IS NOW ALSO BROADCASTING IN DIGITAL OVER-THE-AIR ON 40.1

AFTER JUNE 12TH, PROGRAMMING WILL CONTINUE OVER-THE-AIR ON WTWC DIGITAL CHANNEL 40.1, AND CAN BE RECEIVED WITH THE USE OF A DIGITAL TELEVISION OR WITH A CONVERTER BOX AND AN ANTENNA; OR VIA CABLE OR SATELLITE. INFORMATION IS AVAILABLE AT DTVANSWERS.COM OR 1-888-CALL-FCC. POST

TRANSITION SPOT

:30 SECS IN LENGTH

WTWC-TV, TALLAHASSEE FL, HAS DELAYED THE CONSTRUCTION AND OPERATION OF OUR POST TRANSITION DTV SERVICE.

THIS DELAY HAS AFFECTED OUR DIGITAL ANTENNA AND HAS RESULTED IN A REDUCED DIGITAL SIGNAL UNTIL LATER THIS YEAR. VIEWERS ON THE FRINGE OF OUR SIGNAL MAY NOT RECEIVE US UNTIL THE CONSTRUCTION IS COMPLETE. VIEWERS CAN RECEIVE OUR SIGNAL ON CHANNEL 40 OR THROUGH THE USE OF CABLE OR SATELLITE SYSTEMS.

PLEASE CALL 850-893-4140 OR MAIL COMMENTS OR QUESTIONS TO 8440 DEERLAKE S. TALLAHASSEE FL 32312. OR LOG ON TO OUR WEBSITE AT WTWC40.COM RESCAN SPOT

:15 SECS IN LENGTH

AN IMPORTANT MESSAGE FROM WTWC NBC-40, ANALOG TV WILL CEASE JUNE 12 2009 AT 12:01 AM PLEASE BE SURE TO RESCAN YOUR DTV CONVERTER BOX AND DIGITAL TV SET IN ORDER TO RECEIVE ALL YOUR LOCAL DIGITAL CHANNELS.

POST TRANSITION SPOT

30 SECS IN LENGTH

WTWC-TV, TALLAHASSEE FL, HAS DELAYED THE CONSTRUCTION AND OPERATION OF OUR POST TRANSITION DTV SERVICE. THIS DELAY HAS AFFECTED OUR DIGITAL ANTENNA AND HAS RESULTED IN A REDUCED DIGITAL SIGNAL UNTIL LATER THIS YEAR. VIEWERS ON THE FRINGE OF OUR SIGNAL MAY NOT RECEIVE US UNTIL THE CONSTRUCTION IS COMPLETE. VIEWERS CAN RECEIVE OUR SIGNAL ON CHANNEL 40 OR THROUGH THE USE OF CABLE OR SATELLITE SYSTEMS. PLEASE CALL 850-893-4140 OR MAIL COMMENTS OR QUESTIONS TO 8440 DEERLAKE S. TALLAHASSEE FL 32312. OR LOG ON TO OUR WEBSITE AT WTWC40.COM

NAB18CTDN15DENGST (2 WEEKS)

15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 2 WEEKS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15EENGST (7 DAYS)

15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 7 DAYS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15FENGST (6DAYS)

15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 6 DAYS TO UPGRADE YOUR TV TO

DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15GENGST (5DAYS)
15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 5 DAYS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15HENGST (4DAYS)
15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 4 DAYS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15IINGST (3DAYS)
15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 3 DAYS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15JENGST (2DAYS)
15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE 2 DAYS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

NAB18CTDN15KENGST (LESS THAN 24 HOURS)
15 SECS IN LENGTH

"IF YOU HAVE AN ANTENNA TV THE CLOCK IS TICKING. YOU HAVE LESS THAN 24 HOURS TO UPGRADE YOUR TV TO DIGITAL OR ALL YOU'LL SEE IS... FOR HELP VISIT DTVANSWERS.COM OR PHONE 888 CALL FCC. DON'T LET YOUR TV STOP WORKING JUNE 12TH MAKE SURE YOUR TV IS DTV."

THE FULL
PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

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: COUNTDOWN TO DTV:ARE YOU READY FROM NAB AIRED ON WTWC 6/06/2009 AT 6PM	

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?

60	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

Mandatory Daily Notices - Last Quarter

<p>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).</p>	
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
<p>Comments: ANTENNA :15 SECONDS WELCOME TO THE DIGITAL WORLD. BY JUNE 12 ANTENNA TV WILL BE ALL DIGITAL TO GET READY BUY A DIGITAL SET OR A CONVERTER BOX. THEN, TRY TESTING YOUR ANTENNA. IF YOU LOSE SOME CHANNELS, YOU MIGHT NEED A NEW ONE. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER TO LEARN MORE 1 888 CALL FCC. THE TEXT OF OUR RESCAN CRAWL IS AS FOLLOWS: AN IMPORTANT MESSAGE FROM WTWC NBC-40,ANALOG TV WILL CEASE JUNE 12 2009 AT 12:01 AM PLEASE BE SURE TO RESCAN YOUR DTV CONVERTER BOX AND DIGITAL TV SET IN ORDER TO RECEIVE ALL YOUR LOCAL DIGITAL CHANNELS. THE TEXT OF OUR DTV WALKIN CENTER IS AS FOLLOWS: THE FCC HAS SET UP A DTV WALK IN HELP CENTER FOR ALL YOUR DIGITAL TRANSITION QUESTION AT BEST BUY 1400 APALACHEE PKWY TALLAHASSEE, FL , DTV CENTER HOURS: 7 DAYS: 12:00PM-8:00PM</p>	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: WTWC PROVIDES A LINK ON THEIR WEBSITE TO DTVANSWERS.COM A INITIATIVE OF THE NAB. THIS INFORMATIVE SITE GIVES A COUNTDOWN TO THE CONVERSION DAY, EXPLAINS WHAT DTVIS, WHY ARE WE SWITCHING, HOW TO CHOSE A CONVERTER AND ANTANNAE. THIS SITE IS VERY INFORMATIVE AND SHOULD ANSWER ALL THE VIEWERS QUESTIONS ABOUT DTV.	
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: WTWC ADMINISTERED TEN SOFT TESTS DURING THE SECOND QUARTER OF 2009. THESE TESTS WERE PERFORMED ON THE FOLLOWING DATES: 4/20/09 6:25PM 5/21/09 7:15AM 5:30PM 8:00PM 6/2/09 6:30PM 6/11/09 3:30 PM 4:15 PM 5:42 PM 7:12PM 6/12/09 5:21PM WTWC ALSO WENT TO BEST BUY'S DTV WALK IN CENTER ON SAT. JUNE, 13 FROM 10AM TO 1:30PM TO ANSWER DTV QUESTIONS AND GIVEAWAY DTV AND PROMOTIONAL ITEMS.	
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 PROGRAM COORDINATOR
Signature RALPH ERIK GAINES	Date (mm/dd/yyyy) 07/10/2009

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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. BDERCDT-20091009ACW	
Licensee WTWC			
Call Sign WTWC-TV	Facility Id 66908	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
TALLAHASSEE	FL	LEON	32323 -
Nielsen DMA TALLAHASSEE-THOMASVILLE	World Wide Web Home Page Address WWW.WTWC40.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input type="checkbox"/> Analog			
<input checked="" type="checkbox"/> Digital	40		
Report reflects information for quarter ending: 09/30/2009			
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	597
Total 5:00 a.m. to 1:00 a.m. CSTs	214
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	51
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	194
Total 6:00 p.m. to 11:35 p.m. CSTs	92
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
<p>Comments:</p> <p>THE TEXT OF OUR CRAWL IS AS FOLLOWS:</p> <p>THE TEXT OF OUR POST TRANSITION CRAWL IS AS FOLLOWS:</p> <p>WTWC-TV, TALLAHASSEE FL, HAS DELAYED THE CONSTRUCTION AND OPERATION OF OUR POST TRANSITION DTV SERVICE. THIS DELAY HAS AFFECTED OUR DIGITAL ANTENNA AND HAS RESULTED IN A REDUCED DIGITAL SIGNAL UNTIL LATER THIS YEAR. VIEWERS ON THE FRINGE OF OUR SIGNAL MAY NOT RECEIVE US UNTIL THE CONSTRUCTION IS COMPLETE. VIEWERS CAN RECEIVE OUR SIGNAL ON CHANNEL 40 OR THROUGH THE USE OF CABLE OR SATELLITE SYSTEMS. PLEASE CALL 850-893-4140 OR MAIL COMMENTS OR QUESTIONS TO 8440 DEERLAKE S. TALLAHASSEE FL 32312. OR LOG ON TO OUR WEBSITE AT WTWC40.COM</p> <p>THE SCRIPTS FOR THE PSA'S ARE AS FOLLOWS:</p> <p>POST TRANSITION SPOT</p>	

:30 SECS IN LENGTH

WTWC-TV, TALLAHASSEE FL, HAS DELAYED THE CONSTRUCTION AND OPERATION OF OUR POST TRANSITION DTV SERVICE. THIS DELAY HAS AFFECTED OUR DIGITAL ANTENNA AND HAS RESULTED IN A REDUCED DIGITAL SIGNAL UNTIL LATER THIS YEAR. VIEWERS ON THE FRINGE OF OUR SIGNAL MAY NOT RECEIVE US UNTIL THE CONSTRUCTION IS COMPLETE. VIEWERS CAN RECEIVE OUR SIGNAL ON CHANNEL 40 OR THROUGH THE USE OF CABLE OR SATELLITE SYSTEMS. PLEASE CALL 850-893-4140 OR MAIL COMMENTS OR QUESTIONS TO 8440 DEERLAKE S. TALLAHASSEE FL 32312. OR LOG ON TO OUR WEBSITE AT WTWC40.COM

ANTENNA SPOT
:15 SECONDS

WELCOME TO THE DIGITAL WORLD. BY JUNE 12 ANTENNA TV WILL BE ALL DIGITAL TO GET READY BUY A DIGITAL SET OR A CONVERTER BOX. THEN, TRY TESTING YOUR ANTENNA. IF YOU LOSE SOME CHANNELS, YOU MIGHT NEED A NEW ONE. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER TO LEARN MORE 1 888 CALL FCC.RESCAN SPOT

:15 SECS IN LENGTH

RESCAN SPOT
:15 SECS IN LENGTH

AN IMPORTANT MESSAGE FROM WTWC NBC-40, ANALOG TV WILL CEASE JUNE 12 2009 AT 12:01 AM PLEASE BE SURE TO RESCAN YOUR DTV CONVERTER BOX AND DIGITAL TV SET IN ORDER TO RECEIVE ALL YOUR LOCAL DIGITAL CHANNELS.

FCC - DTV CONSUMER EDUCATION

WTWC FILES AND MAINTAINS QUARTERLY DTV CONSUMER EDUCATION ACTIVITY REPORTS IN ITS PUBLIC FILE. THE PUBLIC FILE IS AVAILABLE FOR REVIEW AT: 8440 DEERLAKE ROAD SOUTH TALLAHASSEE, FL 32312 WEEKDAYS FROM 8:30AM TO 5:30PM

THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

"STATION CEASED CARRIAGE OF ITS ANALOG CHANNEL ON 6/12/09."

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	0
Comments:	

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	Graphic Displays
0	Animated Graphics

0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

Mandatory Daily Notices - Last Quarter

<p>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).</p>	
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
<p>Comments:</p> <p>POST TRANSITION SPOT :30 SECS IN LENGTH</p> <p>WTWC-TV, TALLAHASSEE FL, HAS DELAYED THE CONSTRUCTION AND OPERATION OF OUR POST TRANSITION DTV SERVICE. THIS DELAY HAS AFFECTED OUR DIGITAL ANTENNA AND HAS RESULTED IN A REDUCED DIGITAL SIGNAL UNTIL LATER THIS YEAR. VIEWERS ON THE FRINGE OF OUR SIGNAL MAY NOT RECEIVE US UNTIL THE CONSTRUCTION IS COMPLETE. VIEWERS CAN RECEIVE OUR SIGNAL ON CHANNEL 40 OR THROUGH THE USE OF CABLE OR SATELLITE SYSTEMS. PLEASE CALL 850-893-4140 OR MAIL COMMENTS OR QUESTIONS TO 8440 DEERLAKE S. TALLAHASSEE FL 32312. OR LOG ON TO OUR WEBSITE AT WTWC40.COM</p> <p>ANTENNA SPOT :15 SECONDS</p> <p>WELCOME TO THE DIGITAL WORLD. BY JUNE 12 ANTENNA TV WILL BE ALL DIGITAL TO GET READY BUY A DIGITAL SET OR A CONVERTER BOX. THEN, TRY TESTING YOUR ANTENNA. IF YOU LOSE SOME CHANNELS, YOU MIGHT NEED A NEW ONE. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER TO LEARN MORE 1 888 CALL FCC.RESCAN SPOT :15 SECS IN LENGTH</p> <p>RESCAN SPOT :15 SECS IN LENGTH</p> <p>AN IMPORTANT MESSAGE FROM WTWC NBC-40,ANALOG TV WILL CEASE JUNE 12 2009 AT 12:01 AM PLEASE BE SURE TO RESCAN YOUR DTV CONVERTER BOX AND DIGITAL TV SET IN ORDER TO RECEIVE ALL YOUR LOCAL DIGITAL CHANNELS.</p> <p>FCC - DTV CONSUMER EDUCATION</p> <p>WTWC FILES AND MAINTAINS QUARTERLY DTV CONSUMER EDUCATION ACTIVITY REPORTS IN ITS PUBLIC FILE. THE PUBLIC FILE IS AVAILABLE FOR REVIEW AT: 8440 DEERLAKE ROAD SOUTH TALLAHASSEE, FL 32312 WEEKDAYS FROM 8:30AM TO 5:30PM</p>	

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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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: WTWC PROVIDES A LINK ON THEIR WEBSITE TO DTVANSWERS.COM A INITIATIVE OF THE NAB. THIS INFORMATIVE SITE GIVES A COUNTDOWN TO THE CONVERSION DAY, EXPLAINS WHAT DTVIS, WHY ARE WE SWITCHING, HOW TO CHOSE A CONVERTER AND ANTANNAE. THIS SITE IS VERY INFORMATIVE AND SHOULD ANSWER ALL THE VIEWERS QUESTIONS ABOUT DTV.	
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 type="checkbox"/> 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 RALPH E GAINES
Signature RALPH ERIK GAINES	Date (mm/dd/yyyy) 10/09/2009

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.

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. BDERCT-20081010AVN	
Licensee WTWC			
Call Sign WTWC-TV	Facility Id 66908	Previous Call Sign (if applicable)	
Community of License			
City TALLAHASSEE	State FL	County LEON	Zip Code 32312 -
Nielsen DMA TALLAHASSEE-THOMASVILLE	World Wide Web Home Page Address WWW.WTWC40.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	40		
<input checked="" type="checkbox"/> Digital	40		
Report reflects information for quarter ending: 09/30/2008			
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 checked="" type="radio"/> Yes <input type="radio"/> No
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
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 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	316

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388		DTV Quarterly Activity Station Report	
		FOR COMMISSION USE ONLY FILE NO. BDERCT-20090410AEI	
Licensee WTWC			
Call Sign WTWC-TV	Facility Id 66908	Previous Call Sign (if applicable)	
Community of License			
City TALLAHASSEE	State FL	County LEON	Zip Code 32312 -
Nielsen DMA TALLAHASSEE-THOMASVILLE	World Wide Web Home Page Address WWW.WTWC40.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	40		
<input checked="" type="checkbox"/> Digital	40		
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	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
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.			

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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	313

Total 5:00 a.m. to 1:00 a.m. CSTs	221
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	1
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	98
Total 6:00 p.m. to 11:35 p.m. CSTs	108
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	
<p>Comments:</p> <p>THE TEXT OF OUR CRAWL IS AS FOLLOWS: AN IMPORTANT MESSAGE FROM WTWC-TV: FULL POWER ANALOG TV BROADCASTS WILL END ON 06/12/2009 AT 11:59:59PM WHICH IS THE NEW FCC MANDATED DATE AND ANALOG-ONLY TELEVISIONS MAY LOSE SIGNAL BEING VIEWED UNLESS VIEWER TAKES ACTION. OVER-THE-AIR VIEWING ON ANALOG-ONLY TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLES, VCERS, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW WTWC-TV AND OTHER BROADCAST STATIONS, PLEASE VISIT WWW.WTWC40.COM OR DTV.GOV, OR CALL 1 888 225-5322 TO GET MORE INFORMATION.</p> <p>THE SCRIPTS FOR THE PSA'S ARE AS FOLLOWS:</p> <p>THE FUTURE IS HERE. RIGHT HERE IN THIS BOX... BECAUSE THIS BOX HAS THE POWER. THE POWER TO CONVERT YOUR NON-DIGITAL TV INTO DTV - DIGITAL TELEVISION AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE. MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009, OR ALL YOU'LL SEE IS - LEARN MORE ABOUT THE CONVERTER BOX AND COUPON. CALL 888-DTV-2009 OR GO TO DTV 2009 DOT GOV.</p> <p>:30 SEC JUST A BOX SCRIPT NAB4ABOX30 ENGST</p> <p>THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR. IF YOU NOW OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV... ...OR IT WILL STOP WORKING. CALL THIS NUMBER OR VISIT DTV 2009-DOT-GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX. THEN ENJOY FREE OVER-THE-AIR DTV WITH BETTER PICTURE AND SOUND.</p>	

DON'T WAIT. MAKE SURE YOUR TV IS DTV.

:30 SEC THE FUTURE IS HERE NAB3FUTU30 ENG

:30 DTV ANSWERS SCRIPT

NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER?
ESPECIALLY TELEVISION.

DIGITAL TV'S GOT

BETTER PICTURE

BETTER SOUND

MORE CHANNELS---

IN FACT, DIGITAL'S SO MUCH BETTER THAT, BY LAW, ALL BROADCAST TV HAS TO BE DIGITAL BY
2009 BUT THERE'S A CATCH:

SOME TV'S NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL.

GET THE FACTS.

VISIT DTVANSWERS.COM TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL.

OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED.

:30 SEC DIGITAL IS IN THE AIR SCRIPT NAB5DIGI30 ENGST

MR. TELEVISION (1)

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TV'S MUST BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL
STOP WORKING.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: THAT MAKES IT BETTER?

MR. TELEVISION: YES, THEN YOUR ANTENNA TV WILL GET BETTER PICTURE AND SOUND, AND EVEN
MORE CHANNELS.

TIMMY: HOW'S THAT POSSIBLE?

MR. TELEVISION: DIGITAL SIGNALS ELIMINATE INTERFERENCE AND "SNOW", TO DELIVER A CRYSTAL
CLEAR PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

ISCI: NAB12-MRTV1-30-ENG-ST

LENGTH: 30 SEC

MR. TELEVISION (2)

ANNOUNCER: ASK MR. TELEVISION!

TIMMY: IS IT TRUE - ANTENNA TV'S HAVE TO BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL
STOP WORKING?

MR. TELEVISION: TRUE, TIMMY. BUT ALL YOU NEED TO DO IS GET A LOW-COST CONVERTER BOX
LIKE THIS.

TIMMY: THAT'S BETTER?

MR. TELEVISION: SIDE BY SIDE, IT'S BETTER PICTURE AND SOUND, AND THE BEST HIGH-DEFINITION

IF YOU HAVE AN HD SET. ENGINEERS SAY THESE FREE OVER-THE-AIR HD SIGNALS WILL DELIVER THE BEST HI-DEFINITION PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

ISCI: NAB12-MRTV2-30-ENG-ST

LENGTH: 30 SEC

MR. TELEVISION (3)

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TV OWNERS NEED TO UPGRADE TO DIGITAL OR THEIR TV'S WON'T WORK.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: NEAT!

MR. TELEVISION: IT IS NEAT, BECAUSE IT GIVES PEOPLE NEW, FREE CHANNELS.

TIMMY: REALLY?

MR. TELEVISION: DIGITAL SIGNALS ARE MORE EFFICIENT, SO STATIONS CAN BROADCAST MORE FREE CHANNELS. WITH A DIGITAL CONVERTER BOX, SUDDENLY YOUR OLD TV OFFERS A NEW WORLD OF CHOICES. VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

ISCI: NAB12-MRTV3-30-ENG-ST

LENGTH: 30

ANTENNA HIGHWAY

NOW WE'RE ALL HEADING UP THE DIGITAL HIGHWAY - WITH THE SWITCH TO FREE DIGITAL TV SIGNALS IN FEBRUARY 2009. AND MOST ANTENNA-TV VIEWERS KNOW WE CAN UPGRADE OUR TV'S TO DTV WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT TO GET THE DIGITAL SIGNAL? BETTER PICTURE AND SOUND AND THE BEST HI-DEF - PLUS NEW FREE CHANNELS...AND SERVICES - YOU ALSO NEED THE RIGHT ANTENNA. START YOUR RIDE NOW. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER (1-888-CALL-FCC). MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.

ISCI: NAB13-ANT-30-ENG-ST

LENGTH: 30 SEC

NOT TECHNICALLY MINDED

YOU DON'T HAVE TO BE TECHNICALLY-MINDED TO GET READY FOR DIGITAL TV. MOST ANTENNA TV VIEWERS KNOW WE CAN UPGRADE OUR TV'S WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT HERE'S ADVICE ABOUT THE RIGHT ANTENNA. DIGITAL TECHNOLOGY CAN NOW BROADCAST MORE CHANNELS FOR FREE - EVEN FREE HD CHANNELS. BE SURE YOU HAVE THE BEST VHF-UHF ANTENNA TO ENSURE YOU GET ALL THE FREE CHANNELS OUT THERE. FOR HELP VISIT ANTENNAWEB.ORG. MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.

ISCI: NAB14-TECH-30-ENG-ST

LENGTH: 30 SEC

RETRO ANIMATION SPOT

HEY, COOL CATS! OUR MODERN TV TECHNOLOGY IS TAKING OFF - SO MAKE SURE YOU'RE ON BOARD!! IT'S GOING FROM REGULAR TV SIGNALS TO DTV DIGITAL SIGNALS. DTV HAS BETTER

PICTURE, BETTER SOUND, MORE CHANNELS, AND THE BEST IN HIGH-DEFINITION! IF YOU WATCH AN ANTENNA TV, JUST GET A DTV CONVERTER BOX BY FEBRUARY 2009, OR YOUR TV WILL BLITZ OFF! DO IT NOW, AND YOU'RE READY FOR FREE OVER-THE-AIR DIGITAL TV! GET HIP! DIAL THIS NUMBER (1-888-DTV-2009) OR CHECK OUT DTVANSWERS.COM ON YOUR COMPUTATION MACHINE.
 ISCI: NAB8RR-ANIM-30-ENG-ST
 LENGTH: 30 SEC

ANALOG SHUT OFF PSA

WTWC NBC 40 TALLAHASSEE WILL TERMINATE ITS ANALOG OVER-THE-AIR OPERATIONS ON JUNE 12 AT 11:59PM.

WTWC IS NOW ALSO BROADCASTING IN DIGITAL OVER-THE-AIR ON 40.1

AFTER JUNE 12TH, PROGRAMMING WILL CONTINUE OVER-THE-AIR ON WTWC DIGITAL CHANNEL 40.1, AND CAN BE RECEIVED WITH THE USE OF A DIGITAL TELEVISION OR WITH A CONVERTER BOX AND AN ANTENNA; OR VIA CABLE OR SATELLITE.

INFORMATION IS AVAILABLE AT DTVANSWERS.COM OR 1-888-CALL-FCC.

FOR MORE INFORMATION OR TO MAKE COMMENTS, CALL OR WRITE WTWC OR VISIT OUR WEB SITE
 LENGTH:30 SEC

THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

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.	
41	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: WTWC INITIATED THE COUNTDOWN FOR 1ST QUARTER 2009 ON JANUARY 1,2009 AND CEASED AIRING THE COUNTDOWNS ON FEBRUARY 11, 2009. THERE WERE A TOTAL OF 41 GRAPHIC DISPLAYS THAT AIRED DURING THIS TIME. HOWEVER, THE DISPLAY THAT WAS TO BE AIRED ON JANUARY 3, 2009 DID NOT AIR DUE TO EQUIPMENT FAILURE.	

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.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: WTWC PROVIDES A LINK ON THEIR WEBSITE TO DTVANSWERS.COM A INITIATIVE OF THE NAB. THIS INFORMATIVE SITE GIVES A COUNTDOWN TO THE CONVERSION DAY, EXPLAINS WHAT DTVIS, WHY ARE WE SWITCHING, HOW TO CHOSE A CONVERTER AND ANTANNAE. THIS SITE IS VERY INFORMATIVE AND SHOULD ANSWER ALL THE VIEWERS QUESTIONS ABOUT DTV.	
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: WTWC ADMINISTERED TWO SOFT TESTS DURING THE FIRST QUARTER 2009. THESE TESTS WERE PERFORMED ON 1/12/09 AT 6:25PM AND 2/5/09 AT 5:30PM.	
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 PROGRAM COORDINATOR
Signature RALPH ERIK GAINES	Date (mm/dd/yyyy) 04/10/2009

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