

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. -
Licensee WUPN LICENSEE, LLC			
Call Sign WMYV	Facility Id 25544	Previous Call Sign (if applicable) WUPN	
Community of License			
City GREENSBORO	State NC	County GUILFORD	Zip Code 27401 -
Nielsen DMA GREENSBORO-H.POINT-W.SALEM	World Wide Web Home Page Address WWW.MY48.TV	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2004	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	48		
<input checked="" type="checkbox"/> Digital	33		
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.			

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	387
Total 5:00 a.m. to 1:00 a.m. CSTs	1355

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	55
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Total 6:00 a.m. to 9:00 a.m. CSTs	182
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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	165
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Total 6:00 p.m. to 11:35 p.m. CSTs	376
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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	
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Total 5:00 p.m. to 10:35 p.m. CSTs	
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Comments:

STATION CEASED CARRIAGE OF ITS ANALOG CHANNEL ON 2/17/09.

WMYV 30-SECOND DIGITAL PSA SCRIPT, 1/1-2/17/09:

"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 TVS NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL. GET THE FACTS. VISIT DTVANSWERS.COM [HTTP://WWW.DTVANSWERS.COM] TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL. OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED [1-888-DTV-2009]."

WMYV 30-SECOND DIGITAL PSA SCRIPT, 1/25-2/17:

"NOW IS THE TIME TO TAKE CONTROL OF YOUR TV. BEAT THE CLOCK. DON'T WAIT UNTIL FEBRUARY. TURN YOUR REGULAR TV INTO A DIGITAL TV NOW, RIGHT NOW. YOU CAN WATCH TV STATIONS ON DIGITAL TV CHANNELS NOW. GO AHEAD AND HOOK UP YOUR CONVERTER BOX. YOU CAN GET A JUMP ON FIXING ANY PROBLEMS. YOU MAY NEED A BETTER ANTENNA OR EXTRA HELP. DON'T WAIT TO SEE IF YOU HAVE A PROBLEM. HOOK UP YOUR CONVERTER BOX NOW. BEAT THE CLOCK AND TAKE CONTROL OF YOUR TV. IT'S SMART TO DO IT NOW!"

WMYV 30-SECOND DIGITAL PSA SCRIPT, 2/18-3/25:

"TELEVISION STATIONS WILL TERMINATE ANALOG OVER-THE-AIR OPERATIONS ON JUNE 12 AT 11:59PM.WMYV MY48 PROGRAMMING IS NOW OVER-THE-AIR ON DIGITAL CHANNEL 48.1 AND CAN BE RECEIVED WITH THE USE OF A DIGITAL TV OR WITH A CONVERTER BOX AND AN ANTENNA OR VIA CABLE OR SATELLITE. THE WMYV ANALOG BROADCAST ENDS ON FEBRUARY 17, 2009. INFORMATION IS AVAILABLE AT DTVANSWERS.COM OR 1-888-CALL-FCC. FOR MORE INFORMATION OR TO MAKE COMMENTS, CALL OR WRITE WMYV-TV OR VISIT OUR WEBSITE, WWW.MY48.TV."

WMYV CRAWL TEXT 1/1-2/17/09:

"AN IMPORTANT MESSAGE FROM WMYV-TV, MY48: FULL POWER ANALOG TV BROADCASTS WILL END ON 2/17/09 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 WMYV-TV MY48 AND OTHER BROADCAST STATIONS, PLEASE VISIT WWW.DTV.GOV. OR CALL 1-888-CALL-FCC TO GET MORE INFORMATION."

WMYV CRAWL TEXT 2/18-3/25/09: "AN IMPORTANT MESSAGE FROM WMYV-TV MY48: FULL POWER ANALOG TV BROADCASTS WILL END ON JUNE 12, 2009 AND ANALOG-ONLY TELEVISIONS MAY LOSE

SIGNAL BEING VIEWED UNLESS THE 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, VCR'S, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE READY FOR THE DIGITAL TV TRANSITION, CONTACT WMYV-TV MY48 AT (336)722-4545 OR WWW.MY48.TV; OR VISIT WWW.DTVANSWERS.COM OR CALL 1-888-CALL-FCC."

WMYV CRAWL TEXT 2/11-2/17 ONLY: "WMYV-TV MY48, LICENSED TO GREENSBORO, NORTH CAROLINA, WILL BE TERMINATING IT'S ANALOG OPERATIONS AT 11:59PM ON FEBRUARY 17, 2009, WHICH IS EARLIER THAN THE NEW NATIONAL TRANSITION DATE OF JUNE 12, 2009, FOR ALL BROADCAST STATIONS TO CEASE ANALOG OPERATIONS. VIEWERS WHO ARE SUBSCRIBERS TO A SERVICE SUCH AS CABLE OR SATELLITE WILL NOT BE AFFECTED BY THIS CHANGE. IN ORDER TO CONTINUE TO RECEIVE WMYV'S SIGNAL OVER-THE-AIR, VIEWERS MUST HAVE EITHER A DIGITAL TELEVISION WITH A DIGITAL TUNER OR MUST CONNECT A DIGITAL-TO-ANALOG CONVERTER TO THEIR ANALOG TELEVISION. CONVERTERS ARE GENERALLY AVAILABLE AT LOCAL ELECTRONICS STORES. FOR QUESTIONS OR COMMENTS, YOU MAY CONTACT WMYV MY48 AT (336)722-4545 OR 3500 MYER LEE DRIVE, WINSTON-SALEM, NC 27101. ADDITIONAL INFORMATION IS AVAILABLE AT WWW.MY48.TV OR AT WWW.DTV.GOV."

THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATION'S WEBSITE AND IN THE STATION'S 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	2
Comments: "COUNTDOWN TO DTV", 30-MINUTE PROGRAM, AIRED ON WMYV ON 1/4/09 AT 330PM AND ON 1/25/09 AT 330PM.	

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.	
70	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: LOWER THIRD GRAPHIC STATING THE NUMBER OF DAYS REMAINING UNTIL DTV CONVERSION. ALSO DIRECTS VIEWERS TO WWW.DTV.GOV. THE FULL SCHEDULE OF THE ANNOUNCEMENTS IS AVAILABLE ON STATION'S WEBSITE AND IN THE PUBLIC FILE. WMYV ALSO HAD A COUNTDOWN CLOCK ON THE WEBSITE.	

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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: MYNETWORK TELEVISION AIRED A DTV PSA IN THEIR NETWORK PROGRAMMING A TOTAL OF 26 TIMES DURING 1ST QUARTER, 2009.	
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: THE STATION WEBSITE CARRIES THE DTV TRANSITION WEB BANNER, LINKING VIEWERS TO DTV.GOV.	
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: WMYV RAN THE "NIGHTLITE" VIDEO ON ITS ANALOG SIGNAL FOR TWO WEEKS AFTER THE ANALOG SHUTOFF DATE OF 2/17/09.	
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 MANAGER
Signature JEANETTE PRUITT	Date (mm/dd/yyyy) 04/09/2009

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.