

Federal Communications Commission

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Account number: 514609**

**Description: WOTV 2QTR09 DTV ACTIVITY REPORT
Application Reference Number: 20090709ACM
Successfully filed at Jul 9 2009 10:55AM**

Based on the information supplied, no fee is required.

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| Federal Communications Commission Washington, D.C. 20554 | | Approved by OMB 3060-1115 (June 2009) | FOR FCC USE ONLY |
| FCC 388 DTV Quarterly Activity Station Report | | | FOR COMMISSION USE ONLY FILE NO. -20090709ACM |
| Licensee WOOD LICENSE COMPANY, LLC | | | |
| Call Sign WOTV | Facility Id 10212 | Previous Call Sign (if applicable) | |
| Community of License | | | |
| City BATTLE CREEK | State MI | County CALHOUN | Zip Code 49016 - |
| Nielsen DMA GRAND RAPIDS-KALMZOO-B. CRK | World Wide Web Home Page Address WWW.WOTV.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 | 41 | | |
| <input checked="" type="checkbox"/> Digital | 20 | | |
| 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. | | | |
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| 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

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| 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 | 292 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 354 |
| 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 | 70 |
| Total 6:00 a.m. to 9:00 a.m. CSTs | 126 |
| 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 | 95 |
| Total 6:00 p.m. to 11:35 p.m. CSTs | 157 |
| 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: | |

30 Minute Educational Programs - Last Quarter

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| 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: WE AIRED AN UPDATED SPECIAL ON 5/23/09, 1:30 - 2PM FEATURING THE REVISED TRANSITION DATE, PLUS SOME LOCAL CONTENT REFERENCING POTENTIAL RECEPTION ISSUES IN OUR SPECIFIC DMA. | |

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?

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| 0 | Graphic Displays |
| 59 | Animated Graphics |
| 132 | Graphic and Audio Displays |
| 0 | Longer Form Reminders |
| Comments: | |

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).

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| Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)? | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)? | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)? | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Comments: | |

Section D (For all broadcasters)

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| 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: NEWS REPORTS RAN WITHIN OUR STATION'S NEWSCASTS INCLUDED: >AN UPDATE ALERTING VIEWERS OF THE FACT THAT MONEY IS BEING ADDED TO THE DIGITAL CONVERTER BOX COUPON PROGRAM TO PROVIDE ADDITIONAL CONVERTER BOXES FOR VIEWERS WAITING FOR THEIR BOX. >A REITERATION OF THE CHANGE OF DTV TRANSITION DATE TO JUNE 12, PLUS AN OPPORTUNITY, LATER IN THE DAY, WITH A DTV "SOFT TEST" TO CHECK YOUR HOUSEHOLD TV'S FOR DTV READINESS, FEATURING THE "RED" OR "GREEN" SCREEN FOR DETERMINATION OF READINESS.. >A DTV "SOFT TEST" TOOK PLACE WITHIN OUR 6PM NEWSCAST UTILIZING THE POPULARITY OR FAMILIARITY OF OUR ANCHORS TO TALK OVER THE ACTUAL TEST. THIS WAS USED TO EXPLAIN TO PEOPLE WHAT THEIR RESPECTIVE TV'S SHOULD BE LOOKING LIKE, RED OR GREEN SCREENS AND WHY IT HAPPEN...WHAT THE VIEWERS CAN DO IF THEY WERE SEEING A RED SCREEN. >MULTIPLE STORIES REFERENCING THE NEED TO GET PREPARED AND ANNOUNCING OUR STATIONS LOCAL HELP LINE DUE TO OUR UNIQUE MARKET CONDITIONS WHICH MAY CAUSE DTV VIEWING PROBLEMS . | |

- >A STORY ON THE ORGANIZATION "MEALS ON WHEELS" WILLING TO HELP THE ELDERLY CONNECT THEIR CONVERTER BOXES INORDER TO CONTINUE TO RECEIVE TELEVISION SIGNALS AFTER THE DTV TRANSITION.
- >YET ANOTHER STORY ON THE CHANGE OF DTV TRANSITIONING UNTIL JUNE, BUT ALSO ALERT VIEWERS OF ANOTHER DTV "SOFT TEST" ON THIS DAY FOR VIEWERS TO DETERMINE THEIR DIGITAL READINESS.
- >ANOTHER STORY ON THE DELAY OF DTV TRANSITION DATE TO JUNE 12 FROM FEBRUARY 17...INCLUDING THE REASONING OF ALLOWING MORE PEOPLE TO RECEIVE DTV CONVERTER BOXES AND THE EXTENSION OF THE COUPON PROGRAM.
- >SEVERAL STORIES IMMEDIATELY FOLLOWING A DTV "SOFT TEST" WITHIN OUR NEWSCAST, EXPLAINING WHAT SHOULD HAVE HAPPENED IF YOUR TV'S ARE DTV READY OR NOT.
- >STORY ON ANTENNA INSTALLATION AND WHICH TYPE IS REQUIRED FOR VHF/UHF, INCLUDING DEMONSTRATIONS AND INTERVIEW WITH A PROFESSIONAL INSTALLER., ALONG WITH OUR DIRECTOR OF ENGINEERING.
- >SHORT STORY WITH GRAPHICS, DETAILING OUR STATION'S LOCAL HELP LINE WITH A DISPLAY OF THAT PHONE NUMBER
- >MULTIPLE STORIES LEADING UP TO THE JUNE 12 ANNOUNCING THE TIME OF OUR DTV TRANSITION, ENCOURAGING VIEWERS TO GET READY, CALL OUR TOLL FREE INFORMATION LINE AND GET ANY HELP YOU MAY NEED OR SIMPLY HAVE YOUR QUESTIONS ASKED.
- >MULTIPLE ON CAMERA INTERVIEWS WITH OUR DIRECTOR OF ENGINEERING EXPLAINING WHY VIEWERS WOULD WANT TO BECOME DIGITAL READY, HOW TO ACCOMPLISH THAT AND WHAT TO DO IF VIEWERS HAVE PROBLEMS... AGAIN PUSHING OUR LOCAL TOLL FREE HELP LINE FOR INFORMATION.
- >NEWS STORIES PRESENTING BACKGROUND ON THE WHY THE GOVERNMENT WANTED STATIONS TO CHANGE TO DIGITAL BROADCASTING, THE COSTS INVOLVED, THE POSITIVE SIDE OF THE CHANGE OVER AND WHAT IT WILL BRING TO THE VIEWERS. BUT, WE ALSO TOUCHED ON THE POTENTIAL FOR RECEPTIONN PROBLEMS AND AGAIN INTERVIEWED OUR ENGINEERS.
- >JUNE 12 JUST PRIOR TO OUR 10AM TRANSITION, OUR NEWS DEPARTMENT AGAIN EXPLAINED WHAT WILL HAPPEN AND WHY. WITH SOUND BITES FROM OUR DIRECTOR OF ENGINEERING AND OUR GENERAL MANAGER.
- >AT THE TIME OF OUR TRANSITION, WE WERE LIVE AT OUR MAIN TRANSMITTER SITES EXPLAINING WHAT IS GOING TO HAPPEN, DETAILING THE HISTORY BEHIND OUR STATIONS AND THEN THE ACTUAL PUSHING OF THE BUTTON/ SWITCH TO TURN OFF THE ANALOG TRANSMITTER.
- >STORIES THAT DAY ABOUT TLHE VOLUME OF PHONE CALLS FROM VIEWERS. OF COURSE WE WERE BROADCASTING IN DIGITAL AT THAT TIME, SO ANYONE HAVING DIFFICULTIES COULDN'T SEE THE COVERAGE...BUT THEY WERE BEING ASSITED BY OUR STAFF, INTO THE NIGHT ENDING AT 11:PM, THEN AGAIN ON SATURDAY.

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| 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'S WEBSITE EXPLAINS THE "NEW" DTV TRANSITION DATE/TIME OF JUNE 12, 10:00AM AND EXPLAINS FULLY WHAT DTV CONVERSION IS AND ENTAILS. THE WEBSITE LINK ALSO INCLUDES A MORE "FOCUSED" AREA OF FAQ'S FOR VIEWERS TO REVIEW WITH THEIR SPECIFIC QUESTIONS. ALSO FOUND, A LOCALIZED BLOG FROM OUR DIRECTOR OF ENGINEERING DETAILING RECEPTION DETAILS/TECHNIQUES, ALONG WITH POSSIBLE PROBLEMS A VIEWER MAY EXPERIENCE IN THEIR EFFORT TO ACQUIRE DIGITAL SIGNALS AND VIEW DIGITAL TELEVISION. WE HAVE INCLUDED LINKS TO VARIOUS FCC DTV INFORMATIVE PDF'S AND A LINK FOR THE DTV CONVERTER BOX PROGRAM. VIEWERS WILL ALSO FIND A LINK WHICH SENDS VIEWER'S RECEPTION QUESTIONS TO OUR TECHNICAL STAFF FOR POSSIBLE RESOLUTION., OUR TOLL FREE HELP LINE TO ASSIST AREA VIEWERS WITH SPECIFIC QUESTIONS REGARDING DTV RECEPTION IN OUR DMA, PLUS A LINK TO VARIOUS DTV CONVERSION BLOGS. ALSO AVAILABLE ARE LINKS FOR DTV TERMS AND DEFINITIONS, A SHOPPING GUIDE ALONG WITH OTHER INFORMATIONAL LINKS FROM THE NAB, THE HIGH TECH DTV COALITION, ANTENNAWEB AND THE NTIA. FINALLY, ON OUR WEB SITE VIEWERS ARE ABLE TO VIEW A :35 MINUTE VIDEO DESCRIBING DTV READINESS REQUIREMENTS TITLED "GET READY FOR DIGITAL TV".

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| Additional DTV Outreach Efforts -- Last Quarter | |
| Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity. | |

Speaking Engagements

Comments:

 Community Events

Comments:

 Other (describe)

Comments:

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

Comments:

WE HAVE CONTINUALLY RESPONDED TO A LARGE VOLUME OF VIEWER CALLS, ALONG WITH A LARGE NUMBER OF EMAILS REGARDING PROBLEMS / QUESTIONS VIEWERS HAVE CONCERNING THE UPCOMING DTV CONVERSION. MANY CALLS CONCERNED HELPING VIEWERS APPLY FOR A CONVERTER BOX COUPON., HELPING A VIEWER CHOOSE A STYLE OR BRAND OF ANTENNA AND WHERE TO INSTALL, ALSO IN WHAT DIRECTION TO "AIM" THE ANTENNA.. AS WE DREW CLOSER TO THE DATE THE CALLS INCREASED DRAMATICALLY...PEOPLE REALIZED THE DTV TRANSITION WAS TRULY GOING TO TAKE PLACE. MANY VIEWERS ARE CONCERNED WHY THEY CANNOT CONTINUE TO USE THEIR RABBIT EARS AS A RECEIVING ANTENNA. OUR ENGINEERING DEPARTMENT HAS GONE AS FAR AS BUYING MULTIPLE CONVERTER BOXES TO DETERMINE THE RECEPTION VIABILITY (OR NOT) OF OUR SIGNAL. BOTH WITH INDOOR "RABBIT EARS" OR AN EXTERNAL ANTENNA. THIS TEST HAS HELPED IN RESPONDING TO MULTIPLE VIEWERS QUESTIONS CONCERNING DTV OVER-THE-AIR RECEPTION. LATELY VIEWER CALLS HAVE FOCUSED ON RECEPTION ISSUES REGARDING THE USE OF THE DTV CONVERTER BOXES. ALSO INFORMATION DETAILING ACQUIRING A DTV COUPON EITHER VIA TELEPHONE OR INTERNET. IN MULTIPLE CASES THE ENGINEERING DEPARTMENT ASSISTANT HAS PHYSICALLY GONE ON-LINE TO FILL OUT THE APPLICATION FOR CALLERS...USUALLY THE ELDERLY OR THOSE WITHOUT ACCESS TO A COMPUTER. THE DAY OF THE TRANSITION WE MAINTAINED A STATION "CALL CENTER" UNTIL 11PM ON JUNE 12...THEN RESTAFFED FOR SATURDAY JUNE 13, CALLS WERE ANSWERED AS QUICKLY AS POSSIBLE. IF UNABLE TO ANSWER THE CALLS RIGHT AWAY, THEY WERE SENT TO A SPECIAL DTV ANSWERING MACHINE WHERE THE CALLS WERE REVIEWED, THEN OUR ENGINEERING STAFF RETURNED THE CALLS AS SOON AS POSSIBLE.

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.

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| Typed or Printed Name of Person Signing | Typed or Printed Title of Person Signing ASSISTANT SECRETARY OF MANAGING MEMBER |
| Signature JEAN W. BENZ | Date (mm/dd/yyyy) 07/09/2009 |

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).

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.