

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**

**Account number: 956764**

**Description: WJZY DTV QUARTERLY ACTIVITY STATION REPORT - 1ST QUARTER  
2009**

**Application Reference Number: 20090409AFA**

**Successfully filed at Apr 9 2009 12:44PM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY FILE NO. -20090409AFA	
<b>DTV Quarterly Activity Station Report</b>			
Licensee WJZY-TV, INC.			
Call Sign WJZY	Facility Id 73152	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
BELMONT	NC	GASTON	28102 -
Nielsen DMA CHARLOTTE	World Wide Web Home Page Address WWW.WJZY.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	46		
<input checked="" type="checkbox"/> Digital	47		
Report reflects information for quarter ending: 03/31/2009			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?			<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>Application Purpose:</b>			
<input checked="" type="radio"/> DTV Education Report			
<input type="radio"/> Amendment		File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.			

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	209
Total 5:00 a.m. to 1:00 a.m. CSTs	251
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	97
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	59
Total 6:00 p.m. to 11:35 p.m. CSTs	123
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
Comments:	

**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: THIS REQUIREMENT HAS BEEN PREVIOUSLY MET ON SATURDAY, APRIL 19, 2008 FROM 7:30PM TO 8PM. THE STATION WILL RUN AN ADDITIONAL 30 MINUTE VIDEO AFTER APRIL 1, 2009 AND PRIOR TO JUNE 12, 2009.	

**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.	
169	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: THE STATION STOPPED THE COUNTDOWN ON FEBRUARY 4TH WHEN IT BECAME APPARENT THAT THE DTV TRANSITION DATE WOULD BE CHANGED.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: PARTICIPATED IN A 5 MINUTE TEST AT 6:25PM AND A 2 MINUTE TEST AT 7:30PM ON JANUARY 15TH . THIS DTV TRANSITION TEST WAS DONE IN COORDINATION WITH NCAB AND ELON UNIVERSITY. VIEWERS WERE GIVEN AN 800 NUMBER TO CALL WITH THEIR QUESTIONS.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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:	

ON OUR WEBSITE WE HAVE A DTV TAB ON OUR HOME PAGE THAT TAKES VIEWERS TO A FULL PAGE TITLED "FREQUENTLY ASKED QUESTONS ABOUT DTV". EVERYTHING YOU COULD POSSIBLY WANT TO KNOW ABOUT THE WHY, HOW, WHEN AND ALL THE DTV TRANSITION RESOURCES THAT ARE AVAILABLE. THERE IS ALSO A LOCALLY PRODUCED VIDEO GUIDE ON HOW TO HOOK UP YOUR DTV CONVERTER BOX.

**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:  
 OUR GENERAL MANAGER MADE A TALK AT WINGATE UNIVERSTIY ON FEBRUARY 18 CONCERNING THE DIGITAL TRANSITION AND HOW TO NAVIGATE THAT TRANSITION.

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:  
 WJZY IMPLEMENTED THE NEW DTV CONSUMER EDUCATION EDUCATION REQUIREMENTS ON APRIL 1, 2009 AND WILL CONTINUE WITH THAT EDUCATIONAL CAMPAIGN UNTIL THE STATION CEASES ANALOG SERVICE ON JUNE 12, 2009.

**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 VICE PRESIDENT & GENERAL COUNSEL
Signature TERESA C. ARTIS	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).

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We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, 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.**

