

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. -	
Licensee DELMARVA BROADCAST SERVICE, LLC					
Call Sign WMDT		Facility Id 16455		Previous Call Sign (if applicable)	
Community of License					
City SALISBURY		State MD	County WICOMICO	Zip Code 21801 -	
Nielsen DMA SALISBURY		World Wide Web Home Page Address WMDT.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2004	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	47				
<input checked="" type="checkbox"/> Digital	53				
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 type="radio"/> DTV Education Report					
<input checked="" type="radio"/> Amendment	File Number BDERCT-20081010BHU				
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. THIS REPORT IS AMENDED SOLELY TO CLARIFY THE ANALOG TERMINATION DATE: BROADCASTING IN ANALOG AND DIGITAL THROUGH TERMINATION OF ANALOG SIGNAL ON 9/22/08; BEGINNING 9/23/08 ONLY DIGITAL BROADCASTING					

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	818
Total 5:00 a.m. to 1:00 a.m. CSTs	664
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	163
Total 6:00 a.m. to 9:00 a.m. CSTs	77
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	255
Total 6:00 p.m. to 11:35 p.m. CSTs	255
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	
Comments: 9/22/08: STATION BEGAN CONVERSION PROCESS TO ALL DIGITAL BROADCASTING AND TERMINATED ANALOG SERVICE ON 9/22/08.	

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 February 17, 2009.	
Total number of 30 Minute Informational Programs	0
Comments:	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?	
0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: SEE WEBSITE.	

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WE AIRED 120 NEWS STORIES PLUS ANCHOR CHAT WITH TAG-OUTS TO WEBSITE, WMDT.COM, FOLLOWING EACH STORY.	
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: STATION PROVIDED LARGE DTV BLOCK ABOVE THE FOLD ON HOME PAGE. BLOCK INCLUDED PROMINENT COUNT-DOWN CLOCK WITH OUR DATE, MOST RECENT PRESS RELEASE, LINKS TO NAB COUPON SITE AND DTVANSWERS.COM. FOLLOWING OUR TRANSITION, COUNTDOWN CLOCK USING NATIONAL DATE AND PREVIOUSLY DESCRIBED INFORMATION WAS MOVED TO SIDE OF HOME PAGE. CURRENT SPOT, ALONG WITH SUPPORTING TEXT, IN TELLUSMORE SECTION OF OUR WEBSITE.	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: NONE REQUESTED.	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: 30 BILLBOARDS FOR 70 DAYS. 404 RADIO SPOTS. 4 PRESS RELEASES RESULTING IN AT LEAST 3 NEWSPAPER PUBLICATIONS. 3 CLIENT MEMOS TO 450-PERSON E-BLAST LIST. WEEKLY MEMOS TO STAFF UPDATING PROGRESS. 840 CABLE SPOTS (60/DAY X 14 DAYS). TRAINED 12-PERSON TELEPHONE SUPPORT TEAM TO TAKE CALLS FROM VIEWERS HAVING DIFFICULTIES WITH CONVERTER BOXES, ETC., AND KEPT SWITCHBOARD OPEN UNTIL 10:30PM OR UNTIL VIEWER CALLS STOPPED. HAVE TEAM TAKING CALLS DURING DAY. CALLERS FOLLOWED UP UNTIL RECEPTION ACCOMPLISHED.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	

Comments:
 ON OUR CW MULTICAST STATION: 863 CRAWLS AND 1,781 LEGAL :30 ANNOUNCEMENTS, 92 NEWS STORIES PLUS ANCHOR CHAT.

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing GENERAL MANAGER
Signature KATHLEEN G. MCLAIN	Date (mm/dd/yyyy) 10/14/2008

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).

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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-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.