

Federal Communications Commission Washington, D.C. 20554 Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>		FOR COMMISSION USE ONLY FILE NO. BDERCT-20090410ADE	
Licensee NEWPORT TELEVISION LICENSE LLC			
Call Sign WLMT	Facility Id 68518	Previous Call Sign (if applicable)	
Community of License			
City MEMPHIS	State TN	County SHELBY	Zip Code 38112 -
Nielsen DMA MEMPHIS	World Wide Web Home Page Address WWW.MYEYEWITNESSNEWS.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	30		
<input checked="" type="checkbox"/> Digital	30		
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	248
Total 5:00 a.m. to 1:00 a.m. CSTs	248
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	28
Total 6:00 a.m. to 9:00 a.m. CSTs	28
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	93
Total 5:00 p.m. to 10:35 p.m. CSTs	93
Comments: WLMT ANALOG WENT OFF THE AIR FEBRUARY 17, 2009. IN ADDITION TO THE ABOVE NUMBERS, THERE WERE NUMEROUS PSA'S AND CRAWLS INCLUDED IN NETWORK AND SYNDICATED PROGRAMMING AS DOCUMENTED IN OUR 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	3
Comments: THE NAB PRODUCED DTV SPECIAL AIRED AT THE FOLLOWING TIMES: 1/3/09 @ 4:30PM 1/11/09 @ 12PM 2/14/09 @ 1:30PM	

**100-Day Countdown - Last Quarter**

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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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
80	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:  
 WE RAN LIVE ANNOUNCEMENTS WITH FULL SCREEN GRAPHICS IN EACH MORNING AND PRIME NEWSCAST MONDAY-FRIDAY, AND EACH SATURDAY AND SUNDAY PRIME NEWSCAST. GRAPHICS INCLUDED DAILY COUNTDOWN, WEB SITE INFORMATION AND THE INFORMATION HOTLINE NUMBER.

**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:  
 OUR NEWS DID A COUPLE OF STORIES ON CONVERTER BOXES AND WHERE TO FIND THEM. ALSO, ON OUR MORNING AND MIDDAY NEWS TICKER (WHICH REMAINS ON THE SCREEN THROUGHOUT THE ENTIRE NEWSCAST)THERE WAS INFORMATION ON HDTV AND THE FEBRUARY 17 DATE. THE HDTV HOTLINE NUMBER WAS INCLUDED.

<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:  
 WE HAVE A COMPLETE HDTV EDUCATION PAGE INCLUDING LINKS TO GOVERNMENT WEB SITES. WE ALSO HAVE A COUNTDOWN CLOCK ABOVE "THE FOLD" ON OUR WEB SITE.

<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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:

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:

THIS WILL BE THE LAST REPORT FOR WLMT SINCE OUR ANALOG SIGNED OFF THE AIR ON FEBRUARY 17, 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 MARSHALL HART
Signature MARSHALL HART	Date (mm/dd/yyyy) 04/10/2009

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-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](mailto:pra@fcc.gov).

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