

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. -20090710AIZ	
Licensee MARANATHA BROADCASTING COMPANY, INC.					
Call Sign WFMZ-TV		Facility Id 39884		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
ALLENTOWN		PA	LEHIGH		18103 -
Nielsen DMA PHILADELPHIA		World Wide Web Home Page Address WFMZ.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	69				
<input checked="" type="checkbox"/> Digital	46				
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 type="radio"/> Yes <input checked="" type="radio"/> No	
Comments: THROUGHOUT THE TRANSITION, AS REFLECTED IN PREVIOUS DTV QUARTERLY ACTIVITY REPORTS, WFMZ-TV HAS BEEN SCRUPULOUS ABOUT FULFILLING ALL OF THE CONSUMER EDUCATION INITIATIVES LISTED UNDER OPTION 2. THE ONLY POSSIBLE EXCEPTION IS THE REQUIREMENT FOR REGULARLY SCHEDULED NOTICES REGARDING "HELP CENTERS" THAT WAS ADOPTED FOR THE FINAL TWO-AND-A HALF MONTHS OF THE TRANSITION. PLANNING FOR ON-AIR ANNOUNCEMENTS, CRAWLS AND PROGRAMS WAS BASED ON THE EDITION OF FORM 388 THAT WAS IN EFFECT AT THE BEGINNING OF THE QUARTER, AND STATION OFFICIALS PERIODICALLY REVIEWED THE NUMBER OF COMPLETED ANNOUNCEMENTS, CRAWLS AND PROGRAMS AGAINST THAT EDITION OF THE FORM TO MEASURE COMPLIANCE WITH THE REQUIREMENTS OF OPTION 2. IN THE PROCESS, HOWEVER, THOSE RESPONSIBLE FOR SCHEDULING ANNOUNCEMENTS INADVERTENTLY OVERLOOKED THE NEW REQUIREMENT FOR ANNOUNCEMENTS CONCERNING HELP CENTERS. AS A PRACTICAL MATTER, PARTICULARLY CONSIDERING THE LICENSEE'S OTHER EFFORTS TO EDUCATE THE PUBLIC REGARDING THE TRANSITION, THE LICENSEE BELIEVES THIS INADVERTENT OVERSIGHT HAD NO MATERIAL ADVERSE EFFECT ON THE PUBLIC'S READINESS FOR THE TERMINATION OF ANALOG BROADCASTS. IN FACT, THE CLOSEST HELP CENTER WAS OVER 60 MILES FROM THE COMMUNITY OF LICENSE. THE LOCATION OF THAT HELP CENTER WAS INCLUDED IN NOTICES THAT WERE PART OF THE 30-MINUTE DTV TRANSITION PROGRAM BROADCAST DURING THE PERIOD COVERED BY THE FINAL REPORT. TO BEST SERVE THE PUBLIC, WFMZ-TV SCHEDULED A LOCAL WALK-IN HELP CENTER EVENT AT THE LARGEST LOCAL SHOPPING CENTER, THE LEHIGH VALLEY MALL, AND PUBLICIZED THAT EVENT ON ITS WEBSITE,					

DURING NEWSCASTS AND IN 30 SECOND PSAS. AT THAT EVENT, WFMZ-TV HAD A FULL DISPLAY OF NEW AND OLD TVS AND DIFFERENT TYPES OF ANTENNAS TO DEMONSTRATE TO CONSUMERS THE MANY OPTIONS TO HELP ACHIEVE BETTER RECEPTION OF DTV SIGNALS.

LONG BEFORE THE FCC'S ADOPTION OF FORMAL CONSUMER EDUCATION INITIATIVES, WFMZ-TV, THROUGH REGULAR STORIES ON ITS NEWSCASTS (64 LIVE HALF-HOUR LOCAL NEWSCASTS PER WEEK) AND PUBLIC SERVICE ANNOUNCEMENTS, MADE A SUSTAINED EFFORT TO INFORM THE PUBLIC ABOUT THE APPROACHING TRANSITION FROM ANALOG TO DIGITAL BROADCASTING AND THE STEPS NECESSARY FOR CONSUMERS TO PREPARE FOR THE TERMINATION OF ANALOG BROADCASTS. WE BELIEVE THAT THE INADVERTENT OMISSION OF SOME REQUIRED ANNOUNCEMENTS -- ESPECIALLY GIVEN THAT WALK-IN CENTERS WERE NOT A VIABLE RESOURCE FOR MOST OF THE VIEWERS IN THE WFMZ-TV SERVICE AREA -- DID NOT MATERIALLY ADVERSELY AFFECT THE PUBLIC'S PREPARATIONS FOR THE JUNE 12 TRANSITION DATE.

Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?

Yes 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?

Yes 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.

Application Purpose:

DTV Education Report

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

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	242
Total 5:00 a.m. to 1:00 a.m. CSTs	296

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	21
Total 6:00 a.m. to 9:00 a.m. CSTs	74

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	64
Total 6:00 p.m. to 11:35 p.m. CSTs	148

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:
 IN ADDITION TO THE ABOVE, WFMZ-TV RAN A CST ON ITS ACCU-WEATHER CHANNEL (WFMZ-DT.2) 24 HOURS A DAY, SEVEN DAYS A WEEK, DELIVERING AN ESTIMATED 852 CRAWLS DURING THIS REPORTING PERIOD.

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., 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	14
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Comments:

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?

240	Graphic Displays
0	Animated Graphics
0	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).

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments: SEE PREVIOUS COMMENTS CONCERNING COMPLIANCE WITH OPTION 2 REQUIREMENTS.	

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, 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: WFMZ-TV BROADCAST MULTIPLE NEWS STORIES RELATED TO THE DTV TRANSITION, THE COUNTDOWN AND ANTENNA INFORMATION. WE ALSO HELD A WELL PUBLICIZED WALK-IN CENTER EVENT AT THE LARGEST LOCAL SHOPPING MALL. AT THIS EVENT, AN EXTENSIVE DISPLAY WAS SET UP TO EDUCATE CONSUMERS REGARDING THE USE OF DIFFERENT TYPES OF ANTENNAS TO HELP RECEPTION, CONNECTING OLDER TVS TO CONVERTER BOXES AND INSTALLING NEWER DTVS, TO ASSIST THE PUBLIC IN OVERCOMING RECEPTION OR RESCANNING ISSUES.	
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: WFMZ-TV POSTED MULTIPLE NEWS STORIES ON THE DTV TRANSITION DURING THIS REPORTING PERIOD. WFMZ-TV ALSO HAD A FULL-TIME LINK TO THE WWW.DTV2009.GOV WEBSITE AND A CONTINUOUS COUNTDOWN TO THE JUNE 12TH TERMINATION OF ANALOG TV BROADCASTING.	
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: SEE THE DESCRIPTIONS, ABOVE, OF A HELP-CENTER LOCATED AT A LOCAL SHOPPING MALL.	
<input checked="" type="checkbox"/> Community Events	
Comments:	
<input type="checkbox"/> 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:

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 BARRY N. FISHER
Signature BARRY N. FISHER	Date (mm/dd/yyyy) 07/10/2009

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).

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.