

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. -20090710ABJ	
Licensee MISSION BROADCASTING, INC.					
Call Sign WFXW		Facility Id 65247		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
TERRE HAUTE		IN	VIGO		47802 -
Nielsen DMA TERRE HAUTE		World Wide Web Home Page Address WWW.MYWAUBASHVALLEY.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	38				
<input checked="" type="checkbox"/> Digital	39				
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: WFXW TERMINATED ITS ANALOG OPERATIONS ON JUNE 12, 2009. WFXW DID NOT AIR DTV COUNTDOWN ELIGIBLE PIECES DURING THE QUARTER. THE STATION COMPLIED WITH ALL OTHER OPTION TWO DTV CONSUMER EDUCATION REQUIREMENTS.					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)? If YES, Complete Section E				<input type="radio"/> Yes <input checked="" type="radio"/> No	
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream? 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.				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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

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	286
Total 5:00 a.m. to 1:00 a.m. CSTs	387
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	1
Total 6:00 a.m. to 9:00 a.m. CSTs	56
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	116
Total 6:00 p.m. to 11:35 p.m. CSTs	68
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

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	2
Comments: WFXW AIRED A THIRTY-MINUTE DTV-RELATED PROGRAM ON MAY 23, 2009 AT 8:30 AM AND AGAIN ON JUNE 1, 2009 AT 12:30PM. THE THIRTY-MINUTE PROGRAM WAS PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS AS PART OF THEIR NAB DTV TRANSITION EDUCATION PROGRAM AND CONTAINED LOCAL INFORMATION REGARDING DTV SHUT OFF TIMES AND TIPS FOR SCANNING AND ANTENNA ADJUSTMENT.	

Countdown Eligible Pieces - Last Quarter

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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?

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

Comments:
 WFXW DID NOT AIR DTV COUNTDOWN ELIGIBLE PIECES DURING THE QUARTER. THE STATION COMPLIED WITH ALL OTHER OPTION TWO DTV CONSUMER EDUCATION REQUIREMENTS.

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 checked="" type="radio"/> Yes <input type="radio"/> No

Comments:

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:
 WFXW PRIME EDITION: 4/1/2009 - NEWS REPORTED THAT THE SIGNAL WOULD BE OFF THE AIR IN SHORT INCREMENTS SUE TO THE INTALLATION OF ADDITIONAL DIGITAL TELEVISION EQUIPMENT.

 WFXW PRIME EDITION: 5/12/2009 - THE DEADLINE FOR DIGITAL CONVERSION IS JUNE 12. IF YOUR TV USES A REGULAR ANTENNA, YOU HAVE TO MAKE SOME CHANGES TO GET LOCAL TV SIGNALS AFTER THE ANALOG SIGNAL IS TURNED OFF.

 WFXW PRIME EDITION: 5/20/2009 - THE STATION WILL CONDUCT SOFT TESTS TOMORROW AT 7:25AM, 12:25PM AND 6:25PM. EACH TEST LASTS TWO MINUTES. DURING THE TESTS, IF YOUR PICTURE AND SOUND DISAPPEAR, YOUR TV IS NOT READY FOR THE DIGITAL CONVERSION. FOR MORE INFORMATION, CALL 1-888-DTV-2009.

 WFXW PRIME EDITION: 5/29/2009 - THE FCC IS HOSTING A CLINIC TODAY AT SEARS IN HONEY CREEK MALL FROM 4-9PM. PEOPLE WILL BE ON HAND TO ANSWER QUESTIONS ABOUT CONVERTER BOXES,

RECEPTION AND COUPONS.

FOX 38 FIRST NEWS AT 10- 6/8/2009: WE ARE NOW IN THE LAST WEEK BEFORE THE DIGITAL CONVERSION. STATING FRIDAY, ALL TV STATIONS WILL BROADCAST IN DIGITAL ONLY. THE GOVERNMENT IS STILL OFFERING COUPONS FOR \$40 OFF THE COST OF A CONVERTER BOX, AND RETAILERS IN THE AREA HAVE THE BOXES IN STOCK.

FOX 38 FIRST NEWS AT 10: 6/9/2009 - THE DIGITAL CONVERSION HAPPENS FRIDAY AT 6:01PM. IF YOU GET YOUR DTV SIGNAL FROM AN ANTENNA, YOU'LL NEED A DIGITAL CONVERTER BOX NOW. HOOK IT UP. MAKE SURE IT WORKS PROPERLY. YOU CAN CHECK YOUR DTV INSTALLATION SINCE WE ARE ALREADY BROADCASTING A DIGITAL SIGNAL.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? Yes 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. Yes No

Comments:
A COMPLETE DTV ANSWERS CAMPAIGN WAS PLACED ON OUR WEBSITE IN MID-FEBRUARY, 2008. THE WEBPAGE FEATURES EXTENSIVE INFORMATION ON THE DTV CONVERSION AS WELL AS OTHER LINKS THAT GUIDE THE VISITOR TO ADDITIONAL ANSWERS AND DTV OPTIONS.

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:
THE CHIEF ENGINEER AND THE STATION MANAGER PERSONALLY WENT TO THE HOMES OF A FEW SENIOR VIEWERS TO ASSIST WITH THE SET UP OF THEIR CONVERTER BOXES.

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

Comments:
MISSION BROADCASTING, INC. CONTINUES TO EDUCATE ITS STATIONS ON THE MOST UP TO DATE CHALLENGES FACING OUTREACH AND EDUCATION REGARDING DTV. MISSION ENCOURAGED AFFECTED MARKETS TO ADD VERBIAGE IN THEIR NEWSCASTS, PROMOS, AND CRAWLS REGARDING ANTENNA ISSUES RELATING TO UHF, VHF, AND COMBO ANTENNAS.

IN LATE DECEMBER 2007, MISSION BECAME PART OF A FULL DTV AWARENESS AND EDUCATIONAL CAMPAIGN THAT WAS IMPLEMENTED AT EACH OF OUR STATIONS ON THAT STATION'S ANALOG TERMINATION DATE. THE GOAL WAS TO BE THE DEFINITIVE LOCAL SOURCE FOR DTV EDUCATION. EMPHASIZING LOCALISM WAS THE KEY IN PROVIDING EIGHT (8) GENERIC SPOTS RELATING TO VARIOUS ASPECTS OF THE CONVERSION TO EACH MARKET THAT COULD BE CUSTOMIZED WITH THEIR LOCAL NEWS TALENT. EACH SPOT PUSHED VIEWERS TO THEIR RESPECTIVE LOCAL WEBSITE TO GAIN MORE INFORMATION INCLUDING FORUMS FOR LOCAL DISCUSSIONS. EACH MISSION STATION ALSO HAS BEEN PROVIDED WITH A WEB SITE TEMPLATE ON THE DTV TRANSITION THAT COULD BE CUSTOMIZED. WE INCLUDED IN THE TEMPLATE AREAS FOR A STATION TO ADD SPECIFIC INFORMATION RELATED TO THAT LOCAL MARKET'S DTV EDUCATION EFFORTS AS WELL AS A

COUNTDOWN CLOCK TO THE CONVERSION DEADLINE. A SAMPLE OF A MARKET WEBSITE, SPOTS, AND OUTREACH EFFORTS CAN BE FOUND AT WWW.OZARKSFIRST.COM/DTVANSWERS/.

WE'RE ADDRESSING OUTREACH IN OTHER AREAS AS WELL WITH THE NON WEB SAVVY ELDERLY POPULATION. MISSION USES CUSTOMIZED BROCHURES FOR EACH MARKET THAT CAN BE MAILED OR PICKED UP AT THE EACH STATION. THESE ARE ALSO USED IN TRADE SHOW DISPLAYS AS WELL AS LOCAL DTV SPEAKING ENGAGEMENTS. WE ALSO CREATED THE SAME BROCHURE IN SPANISH FOR EACH MARKET IF SO REQUESTED.

IN NOVEMBER, MISSION RESPONDED EXPEDITIOUSLY TO A REQUEST FOR INFORMATION ISSUED BY THE OFFICES OF CONGRESSMAN DINGELL AND CONGRESSMAN MARKEY RELATING TO THE DTV TRANSITION IN EACH OF OUR STATION'S MARKETS.

MISSION ACTED SWIFTLY TO ADOPT NEW FCC GUIDELINES FOR DTV EDUCATION AND AWARENESS RESULTING FROM THE EXTENSION OF THE TRANSITION DATE TO JUNE 12. ALL NECESSARY CHANGES WERE IMPLEMENTED AS SOON AS POSSIBLE BASED AROUND THE RELEASE OF SUCH NOTIFICATIONS BECAUSE MISSION RECOGNIZED THE NEED TO MINIMIZE THE POSSIBLE CONFUSION ASSOCIATED WITH EXTENDING THE ANALOG TERMINATION DATE.

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 PRESIDENT
Signature DAVID S. SMITH	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.