

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -	
Licensee LINGARD BROADCASTING CORPORATION					
Call Sign WLOV-TV		Facility Id 37732		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
WEST POINT		MS	CLAY		38802 - 1732
Nielsen DMA COLUMBUS-TUPELO-WEST POINT		World Wide Web Home Page Address WWW.WLOV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	27				
<input checked="" type="checkbox"/> Digital	16				
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	
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 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	175
Total 5:00 a.m. to 1:00 a.m. CSTs	169

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	36
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Total 6:00 a.m. to 9:00 a.m. CSTs	19
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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	0
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Total 6:00 p.m. to 11:35 p.m. CSTs	0
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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	57
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Total 5:00 p.m. to 10:35 p.m. CSTs	48
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Comments:

RELATIVE TO THE FIRST RESPONSE UNDER SECTION B, WLOV-TV RAN 175 PSAS AND 169 CSTS IN THE FIRST QUARTER OF 2009; HOWEVER, THAT TOTAL IS BASED UPON OPERATIONS FROM JANUARY 1, 2009 THROUGH MARCH 13, 2009. THAT PERIOD INCLUDES A TOTAL OF 72 DAYS, WHICH EQUATES TO 10.29 WEEKS ($72/7 = 10.29$). THEREFORE, WLOV-TV EXCEEDED THE REQUIREMENTS TO RUN AT LEAST 16 PSAS AND 16 CSTS PER WEEK.

RELATIVE TO THE LAST RESPONSE UNDER SECTION B, WLOV-TV RAN 57 PSAS AND 48 CSTS IN THE FIRST QUARTER OF 2009; HOWEVER, THAT TOTAL ALSO IS BASED UPON OPERATIONS FROM JANUARY 1, 2009 THROUGH MARCH 13, 2009. AGAIN, FOR THE 10.29 WEEKS OF THAT PERIOD, WLOV-TV EXCEEDED THE REQUIREMENTS TO RUN AT LEAST FOUR (4) PSAS AND 16 CSTS PER WEEK BETWEEN THE HOURS OF 5:00 P.M. TO 10:35 P.M.

IN ADDITION TO THE ONES LISTED ABOVE, BETWEEN 2/07/09 AND 2/17/09, WLOV AIRED 135 CSTS (21 BETWEEN 6:00AM - 9:00AM AND 35 BETWEEN 5:00PM - 10:35PM). THIS WAS TO MEET THE REQUIREMENT TO AIR THE EQUIVALENT OF 30 DAYS WORTH OF "VIEWER NOTIFICATIONS" AS OUTLINED IN THE 2/05/09 PUBLIC NOTICE.

WLOV ALSO AIRED AT LEAST 5 MINUTE CSTS EVERY HOUR THAT THE STATION WAS SIGNED ON BEGINNING 11:00PM ON 2/10/09 AND ENDING 11:00PM ON 2/15/09 EXCEPT ON 2/12/09 BETWEEN 0:00AM AND 7:00PM DUE TO TECHNICAL REASONS BEYOND OUR CONTROL. THE FCC WAS NOTIFIED ON 2/13/09 OF THESE TECHNICAL DIFFICULTIES BY STATION'S COUNSEL, ROBERT E. LEVINE.

WLOV AIRED AT LEAST 10 MINUTE CSTS BEGINNING 12:00AM ON 2/15/09 AND ENDING 11:00PM ON 2/17/09.

IN ADDITION, WLOV CONTINUOUSLY AIRED CSTS BETWEEN 1:30AM AND 5:30AM ON 2/13/09, 2/14/09, 2/15/09 AND 2/16/09 OVER THE WEATHER RADAR AFTER THE STATION SIGNED OFF THE NORMAL BROADCAST DAY.

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	2
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Comments:
 WLOV AIRED THE 30 MINUTE PROGRAM "DTV SIMPLIFIED" ON 1/04/09. THIS PROGRAM WAS SUPPLIED BY NAB TO HELP EDUCATE VIEWERS ABOUT THE DTV TRANSITION.

WLOV AIRED A 30 MINUTE PROGRAM "DTV TRANSITION" ON 2/15/09 WITH THE STATION'S ENGINEER EXPLAINING HOW TO CONNECT A CONVERTER BOX AND GIVING TIPS ABOUT ADJUSTING THE ANTENNA TO GET A DIGITAL SIGNAL.

BOTH PROGRAMS AIRED BETWEEN 8:00AM AND 11:13PM.

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.

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

Comments:
 WLOV AIRED 93 OF THE 100-DAY COUNTDOWN PSAS DURING THE 48 DAY PERIOD OF 1/01/09 - 2/17/09.

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: WLOV AIRED A SHORT SEGMENT IN THE NEWSCASTS EACH NIGHT BETWEEN 1/11/09 AND 2/17/09 ADVISING THE NUMBER OF DAYS LEFT BEFORE THE DTV TRANSITION AND GIVING INFORMATION ABOUT CONVERTER BOXES AND ANTENNAS. WLOV AIRED "SOFT" TESTS ON 1/29/09 AT 8:00PM, 2/06/09 AT 11:00AM AND 2/11/09 AT 3:00PM IN CONNECTION WITH MS ASSOCIATION OF BROADCASTER'S STATEWIDE "SOFT" TESTS.	
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: WLOV DISPLAYED A COUNTDOWN CLOCK ON WLOV.COM TO SHOW THE EXACT NUMBER OF DAYS, HOURS, MINUTES AND SECONDS UNTIL THE DIGITAL TRANSITION. WLOV ALSO DISPLAYED WWW.DTV.GOV ON THE WEBSITE ALONG WITH A LINK TO A WEBSITE USED TO DETERMINE THE DIGITAL SIGNAL STRENGTH BASED ON THE ANTENNA'S LOCATION.	
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:

ON 2/2/09, A WLOV REPRESENTATIVE SPOKE TO A MEMBERS OF THE ALTRUSSA CLUB IN TUPELO, MS ABOUT THE DTV TRANSITION.

ON 2/4/09, A WLOV REPRESENTATIVE SPOKE ABOUT THE DIGITAL TRANSITION IN COLUMBUS, MS TO MEMBERS AT THE KIWANI'S CLUB.

ON 1/27/09, A WLOV REPRESENTATIVE SPOKE TO MEMBERS OF THE KIWANI'S CLUB IN BOONEVILLE, MS ABOUT DTV TRANSITION.

ON 2/26/09, A WLOV REPRESENTATIVE SPOKE TO MEMBERS OF AT THE CIVITAN CLUB IN TUPELO, MS ABOUT DTV TRANSITION.

ON 3/3/09, A WLOV REPRESENTATIVE SPOKE TO MEMBERS OF THE NEW ALBANY KIWANI'S CLUB ABOUT THE DTV TRANSITION.

ON 3/20/09, TWO WLOV REPRESENTATIVES SPOKE ABOUT DTV TRANSITION AT THE COUNTRY CLUB IN COLUMBUS, MS. THE SEMINAR WAS A COOPERATIVE EFFORT WITH WTVA, WCBI AND CABLEONE.

ON 3/27/09, TWO WLOV REPRESENTATIVES SPOKE ABOUT DTV TRANSITION AT BANCORPSOUTH ARENA AT A MULTI-MEDIA COOPERATIVE SEMINAR.

Community Events

Comments:

Other (describe)

Comments:

WLOV PROVIDED A RECORDED MESSAGE ON THE PHONE SYSTEM FOR ANYONE NEEDING INFORMATION ABOUT CONVERTER BOX COUPONS.

WLOV ESTABLISHED AN IN-HOUSE CALL CENTER AT 5:00AM ON 2/17/09 UNTIL 2/19/09 AT 6:00PM FOR ANYONE IN THE VIEWING AREA WITH QUESTIONS REGARDING THE DTV TRANSITION, CONVERTER BOXES, ANTENNAS OR OTHER ISSUES ABOUT THE CONVERSION PROCESS.

THROUGH THE MS ASSOCIATION OF BROADCASTERS, WLOV CONTRIBUTED TO THE COST OF FUNDING THE NATIONWIDE ALL-WEST CALL CENTER TO ANSWER QUESTIONS REGARDING THE DTV TRANSITION.

FCC REPRESENTATIVE DIANE EVERETT-SCOTT, SE REGIONAL TEAM MEMBER, DTV TRANSITION NATIONAL OUTREACH CAMPAIGN WAS IN THE WLOV OFFICE 2/16/09 UNTIL 2/18/09 TO HELP ANSWER VIEWERS QUESTIONS AND OBSERVE THE DTV TRANSITION.

FCC REPRESENTATIVE HAROLD STREWSBERRY, NORTH CAROLINA DTV TRANSITION OUTREACH COORDINATOR, ASSISTANT INSPECTOR GENERAL - MANAGEMENT WAS IN THE OFFICE OF WLOV ON 2/18/09 TO OBSERVE THE TRANSITION.

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

Comments:

WLOV-TV ENTERED AN AGREEMENT WITH WTVA, TUPELO, MS, TO ASSURE THAT ONCE WLOV-TV DISCONTINUED ANALOG OPERATIONS ON 2/17/09, AT LEAST ONE NETWORK AFFILIATE IN THE MARKET CONTINUED ANALOG OPERATIONS AND APPROPRIATE DTV EDUCATIONAL ANNOUNCEMENTS.

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 JENNIFER DENNINGTON	Date (mm/dd/yyyy) 04/07/2009

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.