

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. BDERET-20090109ATO	
Licensee MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION					
Call Sign WMAO-TV		Facility Id 43176		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
GREENWOOD		MS	LEFLORE		38930 -
Nielsen DMA GREENWOOD-GREENVILLE		World Wide Web Home Page Address WWW.MPBONLINE.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	23				
<input checked="" type="checkbox"/> Digital	25				
Report reflects information for quarter ending: 12/31/2008					
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 type="radio"/> Option Two (B and D) <input checked="" 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 C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).	
Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?	<input checked="" type="radio"/> Yes <input type="radio"/> No
30 Minute Educational Programs - Last Quarter	
How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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 50	
Comments: "GET READY FOR DIGITAL TV" AIRED A TOTAL OF FIFTY (50) TIMES ON SD AND HD CHANNELS. SEVEN (7) BROADCASTS ON SD CHANNEL BETWEEN THE HOURS OF 8:00 A.M. AND 11:35 P.M.; TWENTY-FIVE (25)	

BROADCASTS ON HD CHANNEL BETWEEN THE HOURS OF 8:00 A.M. AND 11:35 P.M.

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: RADIO NEWS STORY, "HERE COMES DTV"; "MISSISSIPPI EDITION" RADIO INTERVIEWS WITH ASHLEY DOS SANTOS OF NATIONAL ASSOCIATION OF BROADCASTERS; BOB BUIE, MISSISSIPPI PUBLIC BROADCASTING DEPUTY EXECUTIVE DIRECTOR FOR TECHNICAL SERVICES; AND PATRICK WEBRE, FCC SOUTHEAST REGIONAL DIRECTOR	
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: DTV TRANSITION ICON POSTED ON FRONT PAGE OF WEBSITE, FEATURING LINKS TO: Q & A FOR THE DTV CONVERSION, DIGITAL TV FREQUENTLY ASKED QUESTIONS, APPLICATION FOR DIGITAL CONVERTER BOX COUPON, PBS - DIGITAL TV: A CRINGELY CRASH COURSE, MPB - DIGITAL TV SCHEDULE, HOW STUFF WORKS, SPECIAL AUDIO MESSAGE ABOUT THE DTV TRANSITION, ONLINE BLOG LINKS, AND INTERNET INTERVIEW CONDUCTED IN SPANISH WITH MARIA FERNANDA ECHETO OF NATIONAL ASSOCIATION OF BROADCASTERS	
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: VILLAGE LUNCHEON CLUB (APPROX 35 ATTENDEES)	
<input checked="" type="checkbox"/> Community Events Comments: DTV INFORMATION BOOTH AT HEALTH FAIR FOR SENIOR CITIZENS (APPROX 150 ATTENDEES)	
<input checked="" type="checkbox"/> Other (describe) Comments: LOCAL MEDIA RELEASES TO INFORM VIEWERS OF REDUCTION IN ANALOG SIGNAL FOR STATION WMAO (GREENWOOD) IN PREPARATION FOR THE TRANSITION TO DTV	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: ARTICLES IN MONTHLY PROGRAM GUIDE: "DTV TRANSITION: A FEW MORE KEY WORDS TO KNOW" (OCT); "HOW TO DETERMINE IF YOUR TV HAS A BUILT-IN DIGITAL TUNER" (NOV); "DTV SWITCH: DIGITAL CONVERTER BOXES" (DEC) TOLL-FREE TELEPHONE NUMBER ESTABLISHED FOR CONSUMERS/VIEWERS TO RECEIVE INFORMATION	

ABOUT THE DTV TRANSITION
 ASSISTED CALL-IN VIEWERS WITH OBTAINING DTV CONVERTER BOX COUPONS
 PRODUCED 5-MINUTE DVDS ABOUT THE DTV TRANSITION FOR FREE DISTRIBUTION
 ON-AIR DISPLAY OF NATIONAL DTV TOLL-FREE TELEPHONE NUMBER
 PARTNERED WITH AREA AGENCY ON AGING, A NINE-DISTRICT STATEWIDE ADVOCACY AGENCY FOR SENIOR CITIZENS, TO PROVIDE IN-HOME ASSISTANCE WITH DTV CONVERTER BOX INSTALLATION
 CONDUCTED TWO (2) "SOFT TESTS" OF ANALOG SIGNAL SHUT-OFF FOR FIVE (5) MINUTES FOLLOWED BY ON-SCREEN CRAWL OF NATIONAL DTV TOLL-FREE TELEPHONE NUMBER

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 EXECUTIVE DIRECTOR
Signature MARIE ANTOON	Date (mm/dd/yyyy) 01/09/2009

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.

Federal Communications Commission

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Account number: 992658

Description: WMAO 4TH QTR DTV ACTIVITY REPORT
Application Reference Number: 20090109ATO
Successfully filed at Jan 9 2009 5:36PM

Based on the information supplied, no fee is required.

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