

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. BDERET-20090408AKH	
Licensee MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION					
Call Sign WMAV-TV		Facility Id 43193		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
OXFORD		MS	LAFAYETTE		38673 -
Nielsen DMA MEMPHIS		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	18				
<input checked="" type="checkbox"/> Digital	36				
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 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	
<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 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
<b>30 Minute Educational Programs - Last Quarter</b>	
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 June 12, 2009.	
Total number of 30 Minute Informational Programs 16	
Comments: "GET READY FOR DIGITAL TV" AIRED A TOTAL OF SIXTEEN (16) TIMES ON BOTH SD AND HD CHANNELS, SEVEN (7) OF WHICH WERE AIRED BETWEEN THE HOURS OF 8:00 AM AND 11:35 PM.	

**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: "MISSISSIPPI EDITION" RADIO PROGRAM INTERVIEWS WITH DTV CHAIRMAN OF MISSISSIPPI ASSOCIATION OF BROADCASTERS AND STATION WEBSITE ADMINISTRATOR; RADIO NEWS STORIES: "MISSISSIPPI STATIONS SWITCHING TO DTV ON FEB. 17"; "MIDNIGHT SWITCH TO DTV"; "CONVERTER BOX COUPONS AVAILABLE AGAIN"	
<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: "DTV CONVERSION INFORMATION" 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 - DIGITAL TV, AUDIO MESSAGE ABOUT DTV TRANSITION, ONLINE BLOG LINKS, AND AUDIO INTERVIEW CONDUCTED IN SPANISH WITH MARIA FERNANDA ECHETO OF NATIONAL ASSOC. OF BROADCASTERS	
<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:	
<input checked="" type="checkbox"/> Other (describe) Comments: "DIGITAL TV TRANSITION QUICK FACT REFERENCE GUIDE" CREATED AND DISTRIBUTED TO 178 STATE LEGISLATORS	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments: ARTICLES IN MONTHLY PROGRAM GUIDE: "DTV TRANSITION: CONNECTING YOUR CONVERTER BOX" AND BOX AD "ARE YOU PREPARED FOR FEBRUARY 17?" (JAN); "TECH WITH TBRO: DISPELLING DTV CONVERSION MYTHS," "TV IS BECOMING DTV: ARE YOUR TVS READY?," "MPB'S DIGITAL CONVERSION: THE FUTURE IS HERE!" (COVER) (FEB), ESTABLISHED TOLL-FREE TELEPHONE NUMBER FOR CONSUMERS/VIEWERS TO CALL, ASSISTED CALL-IN VIEWERS WITH DTV QUESTIONS, CONDUCTED FIVE (5) "SOFT TESTS" OF ANALOG SIGNAL SHUT-OFF FOLLOWED BY ON-SCREEN CRAWL	

OF NATIONAL DTV TOLL-FREE TELEPHONE NUMBER,  
 AIRED ON-SCREEN CRAWL OF NATIONAL DTV TOLL-FREE TELEPHONE NUMBER FIVE (5) MINUTES  
 EVERY HOUR FOR TWENTY-FOUR (24) HOURS FOR FIVE (5) DAYS (FEB. 10-14) AND TEN (10) MINUTES  
 EVERY HOUR FOR TWENTY-FOUR (24) HOURS FOR TWO (2) DAYS (FEB. 16-17),  
 ESTABLISHED DTV TOLL-FREE HOTLINE NUMBER ANSWERED BY VOLUNTEERS (FEB. 18-20)

### 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) 04/08/2009

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

**FCC MB - CDBS Electronic Filing**  
**Account number: 992658**

**Description: WMAV APRIL 2009 DTV ACTIVITY REPORT**  
**Application Reference Number: 20090408AKH**  
**Successfully filed at Apr 8 2009 3:55PM**

**Based on the information supplied, no fee is required.**

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