

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. -	
Licensee LONG COMMUNICATIONS, L.L.C.					
Call Sign WHKY-TV		Facility Id 65919		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
HICKORY		NC	CATAWBA		28603 - 1059
Nielsen DMA CHARLOTTE		World Wide Web Home Page Address <a href="http://WWW.WHKY.COM">WWW.WHKY.COM</a>		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	14				
<input checked="" type="checkbox"/> Digital	40				
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	
<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 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	234

Total 5:00 a.m. to 1:00 a.m. CSTs	291
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	17
Total 6:00 a.m. to 9:00 a.m. CSTs	42
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	205
Total 6:00 p.m. to 11:35 p.m. CSTs	230
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments: WHKY-TV PARTICIPATED IN THE OPTION OF EARLY TRANSITION TO DIGITAL TELEVISION. ON FEBRUARY 14, 2009, WHKY-TV CEASED PROGRAMMING ON ITS ANALOG SIGNAL AND CONVERTED TO DIGITAL ONLY BROADCAST. NIGHTLIGHT SERVICE WAS CONTINUED ON THE ANALOG CHANNEL THROUGH MARCH 3, 2009 AT WHICH TIME THE ANALOG SERVICE WAS SHUT DOWN.  ALL DTV PSAS AND CSTS WERE SIMULCAST ON THE DIGITAL AND ANALOG CHANNELS BETWEEN JANUARY 1, 2009 AND FEBRUARY 14, 2009 AND CONTINUED ON THE DIGITAL ONLY CHANNEL THROUGH MARCH 16, 2009.  ALL TRANSITION-RELATED PSAS USED WERE PRODUCED AND SUPPLIED BY THE NATIONAL ASSOCIATION OF BROADCASTERS, WERE 30-SECONDS IN LENGTH AND INCLUDED CLOSED CAPTIONING.	

**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	3
Comments: TWO DIFFERENT 30 MINUTE DTV EDUCATIONAL PROGRAMS WERE AIRED DURING THE QUARTER.  ONE WAS PRODUCED AND SUPPLIED BY THE NATIONAL ASSOCIATION OF BROADCASTERS, THE OTHER WAS PRODUCED AND SUPPLIED BY THE NORTH CAROLINA ASSOCIATION OF BROADCASTERS. BOTH PROGRAMS INCLUDED CLOSED CAPTIONING.  THESE DTV RELATED INFORMATIONAL PROGRAMS AIRED AT THE FOLLOWING DATES AND TIMES:  01/01/2009 10:00-10:30PM 01/09/2009 8:30-9:30PM 02/10/2009 9:00-9:30PM	

**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.

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

**Comments:**

ON EACH DAY, BETWEEN JANUARY 1, 2009 AND FEBRUARY 6, 2009, TWO "COUNTDOWN TO DTV" GRAPHIC AND AUDIO DISPLAYS WERE SIMULCAST ON THE DIGITAL AND ANALOG CHANNELS.

THE GRAPHIC AND AUDIO DISPLAYS CONSISTED OF A STATION-PRODUCED DAILY "COUNTDOWN TO DTV" WHICH UTILIZED A DAILY "NUMBER OF DAYS REMAINING" UNTIL THE FULL-POWER TRANSITION ON FEBRAURY 17, 2009, WERE 30-SECONDS IN LENGTH AND INCLUDED CLOSED CAPTIONING.

WHKY-TV PARTICIPATED IN THE OPTION OF EARLY TRANSITION TO DIGITAL TELEVISION. ON FEBRUARY 14, 2009, WHKY-TV CEASED PROGRAMMING ON ITS ANALOG SIGNAL AND CONVERTED TO DIGITAL ONLY BROADCAST. NIGHTLIGHT SERVICE WAS CONTINUED ON THE ANALOG CHANNEL THROUGH MARCH 3, 2009 AT WHICH TIME THE ANALOG SERVICE WAS SHUT DOWN.

**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
<p><b>Comments:</b></p> <p>THE STATION PARTICIPATED IN STATEWIDE SOFT-TEST COORDINATED BY THE NORTH CAROLINA ASSOCIATION OF BROADCASTERS ON THE FOLLOWING DATES AND TIMES:</p> <p>JANUARY 15, 2009 7:59PM 2-MINUTE TEST          JANUARY 15, 2009 8:59PM 2-MINUTE TEST</p> <p>DURING THESE TEST THE ANALOG STATION'S PROGRAMMING WAS REPLACED WITH A FULL-SCREEN GRAPHIC AND CORRESPONDING AUDIO NARRATION ALERTING VIEWERS THAT IF THEY ARE SEEING THIS TEST THEN THEIR TV IS NOT READY FOR THE SWITCH TO DTV ON FEBRUARY 14, 2009 WHEN THIS STATION SWITCHES EARLY. AFFECTED VIEWERS WERE ALSO INFORMED WHERE TO GO FOR MORE INFORMATION ABOUT THIS TRANSITION: DTVANSWERS.COM, A SPECIAL TOLL-FREE CALL CENTER HOTLINE AND THE WHKY.COM WEBSITE FOR A LINK TO THE US DEPT OF COMMERCE SPONSORED TV CONVERTER BOX COUPON PROGRAM WEB SITE.</p> <p>ON MONDAY, FEBRUARY 9, 2009; HAROLD F. SHREWSBERRY, NORTH CAROLINA DTV TRANSITION OUTREACH COORDINATOR/ASSISTANT INSPECTOR GENERAL-MANAGEMENT WITH THE FEDERAL COMMUNICATIONS COMMISSION WAS INTERVIEWED FOR 8-MINUTES IN-STUDIO TO DISCUSS THE UPCOMING TRANSITION TO DIGITAL TELEVISION AND SHARED INFORMATION HOW VIEWERS COULD BETTER PREPARE THEMSELVES. THE INTERVIEW WAS AIRED DURING THE REGULARLY SCHEDULED WHKY-TV LOCAL NEWSCAST ON FEBRUARY 9, 2009 AT 5:30PM AND AGAIN AT 10:00PM.</p>	
<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

<p>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.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p>Comments:                  ON ALL <a href="http://WWW.WHKY.COM">WWW.WHKY.COM</a> STATION WEB PAGES, INCLUDING THE HOME PAGE, BUTTON ADS AND LINKS ARE POSTED TO: THE NAB SPONSORED DTVANSWERS.COM WEB SITE AND THE US DEPT OF COMMERCE SPONSORED TV CONVERTER BOX COUPON PROGRAM WEB SITE.</p> <p>BETWEEN JANUARY 14, 2009 AND FEBRUARY 14, 2009 THE WHKY.COM HOME PAGE INCLUDED AN ANNOUNCEMENT ABOUT THE STATIONS PLAN OF EARLY TRANSITION TO DIGITAL TELEVISION. FROM FEBRUARY 14, 2009 THROUGH MARCH 31, 2009 THE WHKY.COM HOME PAGE INCLUDED AN ANNOUNCEMENT THAT THE STATION HAD TRANSITIONED EARLY TO DIGITAL TELEVISION. BOTH ANNOUNCEMENTS INCLUDED THE TOLL-FREE NUMBERS TO THE FCC DTV HELP LINE AND THE NORTH CAROLINA DTV ANSWERS CENTER.</p>	
<p><b>Additional DTV Outreach Efforts -- Last Quarter</b></p>	
<p>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.</p>	
<p><input type="checkbox"/> Speaking Engagements</p> <p>Comments:</p>	
<p><input type="checkbox"/> Community Events</p> <p>Comments:</p>	
<p><input checked="" type="checkbox"/> Other (describe)</p> <p>Comments:                  WHKY-TV PARTICIPATED IN THE OPTION OF EARLY TRANSITION TO DIGITAL TELEVISION.</p> <p>BETWEEN JANUARY 14, 2009 AND FEBRUARY 14, 2009 A TOTAL OF 169 EARLY TERMINATION ANNOUNCEMENTS WERE AIRED. ALL WERE 30-SECONDS IN LENGTH, PRODUCED BY THE STATION AND INCLUDED CLOSED CAPTIONING.</p> <p>ON FEBRUARY 14, 2009, WHKY-TV CEASED PROGRAMMING ON ITS ANALOG SIGNAL AND CONVERTED TO DIGITAL ONLY BROADCAST.</p> <p>BEGINNING ON FEBRUARY 14, 2009; NIGHTLIGHT SERVICE WAS CONTINUED ON THE ANALOG CHANNEL THROUGH MARCH 3, 2009 AT WHICH TIME THE ANALOG SERVICE WAS SHUT DOWN. THE FULL-POWER NIGHTLIGHT ANALOG SERVICE PROGRAM LOOP INCLUDED A FULL SCREEN SLATE INFORMING VIEWERS THAT ANALOG SERVICE HAD ENDED, WEB ADDRESSES TO DTVANSWERS.COM, WHKY.COM AND TOLL-FREE NUMBERS TO THE FCC DTV HELP LINE AND THE NORTH CAROLINA DTV ANSWERS CENTER. AND A NAB PRODUCED INSTRUCTIONAL DTV "NIGHTLIGHT" VIDEO THAT EXPLAINED THE BASICS OF HOW TO UPGRADE TO DIGITAL TELEVISION, HOOK UP A CONVERTER BOX, ANTENNAS AND RESCANNING FOR CHANNELS. THE PROGRAM RAN APPROXIMATELY EIGHT MINUTES, WITH BOTH AN ENGLISH AND SPANISH VERSION. EACH VERSION WAS OPEN CAPTIONED IN BOTH LANGUAGES.</p>	

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

Comments:

ON MONDAY, FEBRUARY 9, 2009, 8AM UNTIL 9AM; HAROLD F. SHREWSBERRY, NORTH CAROLINA DTV TRANSITION OUTREACH COORDINATOR/ASSISTANT INSPECTOR GENERAL-MANAGEMENT WITH THE FEDERAL COMMUNICATIONS COMMISSION WAS THE IN STUDIO GUEST ON THE CO-OWNED RADIO STATION WHKY (AM) LOCAL MORNING RADIO PROGRAM. HE WAS INTERVIEWED BY THE MORNING SHOW HOST AND TOOK ON-AIR QUESTIONS FROM CALLERS RELATED TO THE UPCOMING TRANSITION TO DIGITAL TELEVISION AND SHARED INFORMATION HOW VIEWERS COULD BETTER PREPARE THEMSELVES.

BETWEEN JANUARY 1, 2009 AND FEBRUARY 5, 2009 THE STATION RAN A TOTAL OF 95 DTV RADIO PSAS ON CO-OWNED RADIO STATION WHKY (AM). 78 OF THESE PSAS RAN BETWEEN 7AM AND 7PM, MONDAY THROUGH FRIDAY. THE PSAS USED WERE PRODUCED AND SUPPLIED BY THE NATIONAL ASSOCIATION OF BROADCASTERS AND RANGED IN LENGTH FROM 15 SECONDS TO ONE MINUTE.

**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 MEMBER-MANAGER
Signature JEFF LONG	Date (mm/dd/yyyy) 04/07/2009

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