

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -20090108AKJ	
Licensee MARANATHA BROADCASTING COMPANY, INC.			
Call Sign WFMZ-TV	Facility Id 39884	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
ALLENTOWN	PA	LEHIGH	18103 -
Nielsen DMA PHILADELPHIA	World Wide Web Home Page Address WFMZ.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	69		
<input checked="" type="checkbox"/> Digital	46		
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 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	257
Total 5:00 a.m. to 1:00 a.m. CSTs	1924

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	18
Total 6:00 a.m. to 9:00 a.m. CSTs	1651

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	83
Total 6:00 p.m. to 11:35 p.m. CSTs	182

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:

THE DTV CRAWL ALSO APPEARED ON WFMZ-TV'S ACCUWEATHER CHANNEL ALL DAY, WHICH DELIVERED APPROXIMATELY 1,872 DTV CRAWLS DURING THE REPORTING PERIOD. WFMZ-TV RAN 188 DTV SPOTS ON ITS 24/7 ACCUWEATHER CHANNEL DURING THE FORTH QUARTER.

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 February 17, 2009.	
Total number of 30 Minute Informational Programs	88
Comments:	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?	
204	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No

<p>Comments: WFMZ-TV PRODUCED AND AIRED SEVERAL NEWS STORIES ON THE DTV TRANSITION IN CONJUNCTION WITH LIVE ANALOG SOFT SHUTDOWN TEST. FOUR, 5-MINUTE SOFT TEST AND TWO 30-MINUTE SOFT TEST WERE PREFORMED DURING THIS PERIOD. WFMZ-TV STAFF AND MANAGEMENT ALSO PARTICIPATED IN SEVERAL TOWN HALL MEETINGS, TWO WITH CONGRESSIONAL AND FCC OFFICIALS TO HELP CITIZENS UNDERSTAND THE DIGITAL TRANSITION.</p>	
<p>Station Website Additional Activity Related to the DTV Transition - Last Quarter</p>	
<p>Does your station have a Website?</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<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: NATIONAL AND LOCAL STORIES WERE POSTED ON WFMZ.COM INCLUDING A FULL-TIME LINK TO THE WWW.DTV2009.GOV WEBSITE. WFMZ-TV ALSO POSTED ITS SCHEDULE OF "SOFT ANALOG SHUT-OFF TEST" ON THE FRONT PAGE OF THE WEBSITE SO VIEWERS WOULD KNOW WHEN THEY COULD TEST THEIR PREPAREDNESS FOR THE ANALOG TRANSITION.</p>	
<p>Additional DTV Outreach Efforts -- Last Quarter</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 checked="" type="checkbox"/> Speaking Engagements</p> <p>Comments: GENERAL MANAGER, BARRY FISHER AND CHIEF ENGINEER BRIAN DEWALT SPOKE AT SEVERAL GROUPS ABOUT PREPARING FOR THE TRANSITION.</p>	
<p><input checked="" type="checkbox"/> Community Events</p> <p>Comments: SAME AS ABOVE</p>	
<p><input type="checkbox"/> Other (describe)</p> <p>Comments:</p>	
<p>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</p>	
<p>Comments:</p>	

<p>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.</p>	
<p>Typed or Printed Name of Person Signing</p>	<p>Typed or Printed Title of Person Signing PRESIDENT AND GENERAL MANAGER</p>
<p>Signature BARRY N. FISHER</p>	<p>Date (mm/dd/yyyy) 01/08/2009</p>

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).