

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. BDERCT-20090410AFY	
Licensee HIGH PLAINS BROADCASTING LICENSE COMPANY LLC					
Call Sign WOAI-TV		Facility Id 69618		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN ANTONIO		TX	BEXAR		78205 -
Nielsen DMA SAN ANTONIO		World Wide Web Home Page Address WWW.WOAI.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	4				
<input checked="" type="checkbox"/> Digital	58				
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	210
Total 5:00 a.m. to 1:00 a.m. CSTs	282

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	32
Total 6:00 a.m. to 9:00 a.m. CSTs	103
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	49
Total 5:00 p.m. to 10:35 p.m. CSTs	90
Comments:	

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	0
Comments:	

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>
27	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: THE STATION AIRED THE GRAPHIC BETWEEN JANUARY 1, 2009 AND FEBRUARY 4, 2009.	

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:
 THE STATION AIRED SEVERAL NEWS SEGMENTS REGARDING THE UPCOMING DTV TRANSITION AND SUBSEQUENT DELAY ON 1/5, 1/6, 1/9, 1/16, 1/21, 1/23, 1/26, 1/27, 1/28, 1/30, 2/3, 2/4, 2/5, 2/10, 2/11, 2/13, 2/16, 2/17, 3/24, 3/25 THESE SEGMENTS INCLUDED INFORMATION REGARDING THE COUPON PROGRAM, THE DELAY TO JUNE 12 AND THE STATIONS DIGITAL TRANSITION. ADDITIONALLY ON 1/13 THE STATION ALONG WITH THE OTHER BROADCASTERS IN THE DMA EXECUTED AN ANALOG SOFT SHUTDOWN IN THE MARKET, THE STATION ALSO HOSTED A LIVE CALL IN PHONE BANK ON 1/22 DURING ITS 5,6 & 10 NEWS AND TOOK QUESTIONS FROM VIEWERS. PHONE BANK WAS STAFFED WITH ENGINEERS AND DTV EXPERT ROBERT DODD, ROBERT ALSO APPEARED ON THE SAN ANTONIO LIVING SHOW (10A-11A) ON 1/13 AND 3/31 AND TOOK QUESTIONS FROM VIEWERS.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? Yes No

If YES, did your station provide additional DTV related information or activities on that Website? Yes No
 The comment box may be used to describe what was posted on the station's Website.

Comments:
 THE WEBSITE HAS A DTV WEBPAGE WHICH DISCUSSES ISSUES RELATED TO THE DTV TRANSITION, OFFERS A FAQ SECTION AND OFFERS INFORMATION ABOUT THE DTV COUPON PROGRAM AND DTV CONVERTER BOXES.

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.

Speaking Engagements
 Comments:

Community Events
 Comments:

Other (describe)
 Comments:
 ON 1/13 THE STATION ALONG WITH THE OTHER BROADCASTERS IN THE DMA EXECUTED AN ANALOG SOFT SHUTDOWN IN THE MARKET. TEST TOOK PLACE DURING THE 5P, 6P AND 10P TIME PERIODS. ANANLOG PROGRAMMING WAS REPLACED WITH COLOR BARS AND A VOICEOVER FOR 5 MINUTES PROMPTING PEOPLE WHO CAN SEE THIS MESSAGE TO TAKE ACTION NOW TO GET READY FOR THE DIGITAL TRANSITION.
 IN ADDITION TO THESE INITIATIVES LISTED ABOVE, THE STATION ALSO RAN 225 PSA'S ON ITS SECONDARY DIGITAL CHANNEL MEXICANAL, ANSWERED NUMEROUS EMAILS AND PHONE CALLS DAILY IS AN EFFORT TO ASSIT VIEWERS WITH QUESTIONS ABOUT THE COUPON PROGRAM, HOOKING UP CONVERTER BOXES AND OTHER TECHNICAL QUESTIONS.

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

Comments:

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 PRESIDENT
Signature JAMES H. MARTIN	Date (mm/dd/yyyy) 04/10/2009

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).

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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-PERF, 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.

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