

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. -20090410AIK	
Licensee NEXSTAR BROADCASTING, INC.					
Call Sign WLYH-TV		Facility Id 23338		Previous Call Sign (if applicable)	
Community of License					
City LANCASTER		State PA	County LEBANON		Zip Code 17042 -
Nielsen DMA HARRISBURG-LNCSTR-LEB-YORK		World Wide Web Home Page Address WWW.CW15.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	15				
<input checked="" type="checkbox"/> Digital	23				
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 type="radio"/> Yes <input checked="" 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	353
Total 5:00 a.m. to 1:00 a.m. CSTs	653

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	149
Total 6:00 a.m. to 9:00 a.m. CSTs	60

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	114
Total 6:00 p.m. to 11:35 p.m. CSTs	197

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:

DTV PSAS WERE LOCALLY PRODUCED AND WERE CLOSED CAPTIONED. STARTING 2/9/09 AT 11AM CRAWLS RAN AT THE TOP AND BOTTOM OF EVERY HOUR. STARTING 2/15/09 AT 11AM THOUGH 11:59PM ON 2/17/09 CRAWLS AIRED EVERY 15 MINUTES.

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
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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	Graphic Displays
48	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

WLYH-TV TERMINATED ANALOG OPERATIONS ON FEBRUARY 17, 2009, AND AIRED DTV COUNTDOWNS UNTIL THAT DATE.

THE COUNTDOWN WAS INCORPORATED INTO THE DAILY CRAWLS. STARTING 2/9/09 AT 11AM CRAWLS RAN AT THE TOP AND BOTTOM OF EVERY HOUR. STARTING 2/15/09 AT 11AM THOUGH 11:59PM ON 2/17/09 CRAWLS AIRED EVERY 15 MINUTES.

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: A NEWS SEGMENT CALLED "DIALED INTO DTV" WAS AIRED ON THE 10:00PM NEWS DURING EVERY BROADCAST FROM JANUARY 19 THROUGH FEBRUARY 18.	
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: LINK TO WWW.DTVANSWERS.COM	
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: CHIEF ENGINEER ROB HERSHEY TALKED ABOUT DTV ON PCN ON FEBRUARY 10TH FROM 7PM-8PM.	
<input type="checkbox"/> Community Events Comments:	
<input type="checkbox"/> Other (describe) Comments:	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: NEXSTAR BROADCASTING GROUP, INC. CONTINUES TO EDUCATE ITS STATIONS ON THE MOST UP TO DATE CHALLENGES FACING OUTREACH AND EDUCATION REGARDING DTV. BECAUSE LOW POWER AND TRANSLATOR MESSAGES CAN BE CONFUSING IF DISSEMINATED WIDELY, NEXSTAR HAS ENCOURAGED AFFECTED MARKETS TO ADD VERBIAGE IN THEIR NEWSCASTS, PROMOS, AND CRAWLS REGARDING ANTENNA ISSUES RELATING TO UHF, VHF, AND COMBO ANTENNAS. NEXSTAR ASKED ITS NEWS DEPARTMENTS TO TAKE A DEMONSTRATIVE APPROACH TO ILLUSTRATE WHICH ANTENNAS WORK BEST IN CERTAIN GEOGRAPHIC REGIONS OF THE COUNTRY AS WELL AS EXPLAINING IN DETAIL THE BENEFITS OF CONVERTER BOXES CONTAINING ANALOG PASS THROUGH CAPABILITIES. IN LATE DECEMBER 2007, NEXSTAR CREATED A FULL DTV AWARENESS AND EDUCATIONAL CAMPAIGN TO BE IMPLEMENTED AT EACH OF OUR STATIONS ON FEBRUARY 17, 2009. THE GOAL WAS TO GET OUT IN FRONT OF OUR COMPETITORS TO BE THE LOCAL SOURCE FOR DTV EDUCATION. EMPHASIZING LOCALISM WAS THE KEY IN PROVIDING EIGHT (8) GENERIC SPOTS RELATING TO VARIOUS ASPECTS OF THE CONVERSION TO EACH MARKET THAT COULD BE CUSTOMIZED WITH APPEARANCES BY LOCAL NEWS TALENT OR A STATION GENERAL MANAGER. EACH SPOT PUSHED VIEWERS TO THEIR RESPECTIVE LOCAL WEBSITE TO GAIN MORE INFORMATION INCLUDING FORUMS FOR LOCAL DISCUSSIONS. EACH NEXSTAR STATION ALSO HAS BEEN PROVIDED A WEB SITE TEMPLATE ON THE DTV TRANSITION THAT COULD BE CUSTOMIZED. WE INCLUDED IN THE TEMPLATE AREAS FOR A STATION TO ADD SPECIFIC INFORMATION RELATED TO THAT LOCAL MARKET'S DTV EDUCATION EFFORTS AS WELL AS A COUNTDOWN CLOCK TO THE CONVERSION DEADLINE.	

A SAMPLE OF A MARKET WEBSITE, SPOTS, AND OUTREACH EFFORTS CAN BE FOUND AT:
[HTTP://OZARKSFIRST.COM/DTVANSWERS/](http://OZARKSFIRST.COM/DTVANSWERS/).

DTV AWARENESS INFORMATION ALSO HAS BEEN ADDED TO OUR CORPORATE WEBSITE LOCATED AT:
[HTTP://WWW.NEXSTAR.TV/DTVANSWERS.HTML](http://WWW.NEXSTAR.TV/DTVANSWERS.HTML).

WE'RE ADDRESSING OUTREACH IN OTHER AREAS AS WELL WITH THE NON WEB SAVVY ELDERLY POPULATION. NEXSTAR HAS CREATED CUSTOMIZED BROCHURES FOR EACH MARKET THAT CAN BE MAILED OR PICKED UP AT EACH STATION. THESE ARE ALSO USED IN TRADE SHOW DISPLAYS AS WELL AS LOCAL DTV SPEAKING ENGAGEMENTS. WE ALSO CREATED THE SAME BROCHURE IN SPANISH FOR EACH MARKET IF SO REQUESTED.

IN APRIL 2008, NEXSTAR HELD A CONFERENCE CALL WITH ALL STATION MANAGERS TO ENSURE FCC GUIDELINES AND REPORTING PROCEDURES WERE UNDERSTOOD AND IN PLACE FOR THE DURATION OF THE EDUCATION AND AWARENESS INITIATIVE.

IN AUGUST 2008, NEXSTAR WAS RECOGNIZED AT A MEETING OF FOX PROMOTION EXECUTIVES IN ORLANDO FOR THE EFFORTS OF ITS LOCAL FOX STATIONS TO CREATE DTV TRANSITION AWARENESS AND TO CREATE SPONSORSHIP OPPORTUNITIES IN PROMOTIONAL EFFORTS.

IN AUGUST 2008, NEXSTAR SENIOR VICE PRESIDENT OF OPERATIONS, BLAKE RUSSELL MET PRIVATELY WITH FCC COMMISSIONER JONATHAN ADELSTEIN IN NEW YORK CITY TO DISCUSS THE NEXT PHASE OF DTV CONSUMER AWARENESS AND THE NEED FOR MORE GRANULAR DTV TRANSITION MESSAGING.

IN NOVEMBER 2008, NEXSTAR RESPONDED EXPEDITIOUSLY TO A REQUEST FOR INFORMATION ISSUED BY THE OFFICES OF CONGRESSMAN DINGLE AND CONGRESSMAN MARKEY RELATING TO THE DTV TRANSITION IN EACH OF OUR STATION'S MARKETS.

NEXSTAR ACTED SWIFTLY TO ADOPT NEW FCC GUIDELINES FOR DTV EDUCATION AND AWARENESS RESULTING FROM THE EXTENSION OF THE TRANSITION DATE TO JUNE 12. ALL NECESSARY CHANGES WERE IMPLEMENTED AS SOON AS POSSIBLE BASED AROUND THE RELEASE OF SUCH NOTIFICATIONS BECAUSE NEXSTAR RECOGNIZES THE NEED TO MINIMIZE THE POSSIBLE CONFUSION ASSOCIATED WITH EXTENDING THE ANALOG TERMINATION DATE.

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 CEO & PRESIDENT
Signature PERRY SOOK	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).

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.