

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. BDERCT-20090107AKJ	
Licensee BARRINGTON SYRACUSE LICENSE LLC			
Call Sign WSTM-TV	Facility Id 21252	Previous Call Sign (if applicable) N/A	
Community of License			
City SYRACUSE	State NY	County ONONDAGA	Zip Code 13203 - 2799
Nielsen DMA SYRACUSE	World Wide Web Home Page Address WWW.CNYCENTRAL.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	3		
<input checked="" type="checkbox"/> Digital	54		
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. N/A			

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	242
Total 5:00 a.m. to 1:00 a.m. CSTs	278
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	7
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	93
Total 6:00 p.m. to 11:35 p.m. CSTs	87
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
Comments: AN ANIMATED GRAPHIC, WITH NEWS ANCHORS' READING OF THE COUNTDOWN DAY (WHICH CHANGES DAILY) AND A REMINDER THAT WE WILL ANSWER EMAILS AND PHONECALLS TO HELP WITH THE CONVERSION, RUNS IN EACH WSTM NEWSCAST. (M-F, 2 IN EARLY NEWS, 1 EACH IN NOON, 5, 6 & 11PM NEWSCASTS; SAT & SUN 2 IN EARLY NEWS, 1 EACH IN 6 & 11PM)	

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>

0	<i>Animated Graphics</i>
182	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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
Comments: SEVERAL NEWS AND PUBLIC AFFAIRS PIECES, INCLUDING: 10/21 NOON: PREVIEW OF DTV TALK IN CICERO 11/18 5-7AM: DROP IN PRICE OF HDTV SETS COULD HELP W/ CONVERSION 12/02 5:30, 6 & 11PM: OUR SWITCHBOARD FLOODED WITH CALLS ON DTV CONVERSION 12/06 6&9AM: FAKE DTV WEBSITE CONCERNS PKG 12/17: COVERAGE IN ALL NEWSCASTS OF TEST ANALOG SHUTDOWN: 5-7AM: ENGINEER INTERVIEWED; NOON: CHIEF ENGINEER INTERVIEWED; 5-6:30PM: REPORTS AND LIVE REPORTS, INTERVIEWS FROM PHONE BANK; 11PM: FOLLOWUP ON PHONE BANK. (ACTUAL SHUTOFFS: DURING NOON, & 6PM NEWS AND AT 7:30PM)	
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: SEVERAL ELEMENTS ARE INCLUDED IN OUR DTV SECTION, INCLUDING >DTV BLOG UPDATED BY OUR CHIEF ENGINEER, WHICH ANSWERS FREQUENTLY ASKED EMAIL AND PHONE QUESTIONS. >CLICKABLE LINKS TO NAB DTV PAGES >POP-UP ADS ON THE WEBSITE LINK, TO THE PAGE >ONGOING LISTINGS OF DTV INFO SESSIONS (THESE ARE CROSS-LISTED ON OUR 'COMMUNITY' PAGE AND ON THE DAY-OF EVENTS CALENDAR) >BLUE BAR AT THE HOMEPAGE TOP, AND ON LEFT SIDE PROVIDE NAVIGATION, INCLUDING CLICKABLE LINKS TO THE DTV PAGE >A DEDICATED EMAIL (DTV@CNYCENTRAL.COM) >"CONTACT US" ALSO HAS A DTV PAGE AND EMAIL LINK >DTV-RELATED STORIES ARE POSTED REGULARLY IN CONNECTION WITH NEWS COVERAGE, ALSO WITH LINKS >OUR DTV CONVERSION 4-PART SERIES, DONE IN NOV. 2007, IS AVAILABLE ON THE PAGE AND THROUGH A 'SEARCH' LINK	
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: DTV INFORMATION SESSIONS, PRESENTATIONS ROUGHLY AN HOUR LONG, WHICH INCLUDE	

DEMONSTRATIONS OF CONVERTER BOXES AND ANTENNAS, AS WELL AS Q&A:

10/21 CICERO LIBRARY

11/8 NORTH SYRACUSE LIBRARY

11/18 AUBURN LIBRARY (MORNING & EVENING)

12/9 EAST SYRACUSE LIBRARY

Community Events

Comments:

12/17 3 SYRACUSE TV STATIONS DID A JOINT ANALOG SHUTOFF, WITH A PHONE BANK STAFFED BY STATION STAFFERS FROM 5-8:30PM. WITH 72 INCOMING LINES, THE SYSTEM 'CRASHED' 3 TIMES AS 1400 CALLS WERE LOGGED. 200 PEOPLE REQUESTED COUPON SIGNUPS (PROCESSED ON COMPUTERS THERE), 80 REQUIRED CALLBACKS WITH MORE TECHNICAL INFO. IN ADDITION, WSTM'S SWITCHBOARD LOGGED 75 CALLS AFTER THE NOON SHUTOFF, AND 110 MORE FROM 5-8.

Other (describe)

Comments:

>ONGOING CONVERSATIONS WITH THE SPANISH ACTION LEAGUE TO ENSURE CONSTITUENTS ARE UP TO SPEED: DOING A TRAINING SESSION FOR STAFFERS IN JANUARY
>ONGOING CONVERSATIONS WITH ONONDAGA COUNTY DEPT. OF AGING & YOUTH TO ENSURE CLIENTS ARE UP TO SPEED: DEVELOPING A PAMPHLET FOR JAN. DISTRIBUTION, AS WELL AS A TRAINING SESSION FOR OUTREACH WORKERS
>DISTRIBUTED INFO TO THE LONG TERM CARE EXECUTIVE COUNCIL, REPRESENTATIVE OF ORGANIZATIONS WITH ELDERLY AS CONSTITUENTS, WITH INFORMATION DISTRIBUTED TO OUTREACH WORKERS.
>AUBURN CITIZEN NEWSPAPER DID AN EXTENSIVE STORY (AND WEB STORY) AFTER OUR TALKS THERE
>ONONDAGA CO. PUBLIC LIBRARY'S WEBPAGE HAS A LINK TO OUR DTV INFO AT CNYCENTRAL.COM, AND PUBLICIZES UPCOMING COMMUNITY TALKS

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

Comments:

OUR DEDICATED EMAIL, DTV@CNYCENTRAL.COM, RECEIVES AN AVERAGE OF 20 INQUIRIES DAILY.

IN ADDITION WE ARE AVERAGING 40 CALLS TO OUR SWITCHBOARD DAILY. WHAT IS NOT ANSWERABLE BY OPERATORS IS FORWARDED TO OUR ENGINEERING STAFF. ANSWERS ARE INCORPORATED IN A WEBSITE BLOG ON FREQUENTLY ASKED QUESTIONS.

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
COMMUNITY RELATIONS DIRECTOR

Signature

LAURA HANDD

Date (mm/dd/yyyy)

01/07/2009

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.

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