

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. BDERCDT-20090710AKS	
Licensee BARRINGTON SYRACUSE LICENSE LLC			
Call Sign WSTM-TV	Facility Id 21252	Previous Call Sign (if applicable) N/A	
Community of License			
City	State	County	Zip Code
SYRACUSE	NY	ONONDAGA	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	24		
Report reflects information for quarter ending: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If <b>YES</b> , Complete Section E			
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If <b>YES</b> , complete only one of the form for both. If <b>NO</b> , complete a form for your Analog Channel and a second for your primary Digital stream.			
<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 Countdown piece per day during the 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	337
Total 5:00 a.m. to 1:00 a.m. CSTs	273
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	8
Total 6:00 a.m. to 9:00 a.m. CSTs	11
For stations located in the Atlantic, 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	148
Total 6:00 p.m. to 11:35 p.m. CSTs	101
For stations located in the Alaskan, 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: IN ADDITION, WE RAN DTV SPOTS ON OUR OTHER DIGITAL CHANNELS: 178 ON WSTQ-LP DIGITAL 3.2/ANALOG 14 168 ON WEATHERPLUS DIGITAL 3.3	

**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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1
Comments: NAB PROVIDED PROGRAM, WITH LOCAL INSERTS	

**Countdown Eligible Pieces - Last Quarter**

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	<i>Graphic Displays</i>
300	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: AN ANIMATED NEWS GRAPHIC, WITH NEWS ANCHORS READING THE COUNTDOWN DAY, AND A REMINDER THAT WE WILL ANSWER EMAILS AND PHONE CALLS TO HELP WITH THE CONVERSION, RAN IN EACH WSTM NEWSCAST (M-S 2 IN EARLY NEWS, 1 EACH IN 5-6:30PM AND 11PM NEWSCASTS, PLUS 1 AT NOON M-F)STARTING APRIL 9 (60 DAYS)	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments: LOCALLY FOCUSED EFFORTS INCLUDED A PHONE NUMBER STAFFED M-F 10-6 UNTIL THE WEEK BEFORE 6/12, AND THE WEEK OF THE CONVERSION INTO EVENING HOURS AND WEEKENDS. VIEWERS WERE REFERRED TO THE NUMBER, 315-477-9400 AS WELL AS THE 800-CALL FCC NUMBER THROUGH DAILY, MULTIPLE PSAS, PLUS IN NEWSCASTS AND ON OUR WEBSITE, CNYCENTRAL.COM. STAFFERS HANDLING THE CALLS RECEIVED EXTRA TRAINING ON FIELDING CALLS AND APPROPRIATE REFERRALS	

**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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ~SOFT TEST (ANALOG SHUTDOWN) 5/21 AT 7:25, 12:25 & 6:25PM ~NEWS STORIES (5-6:30PM UNLESS NOTED) 4/26 INTV W/ DIR OF ENGINEERING 2:30 (AM) 5/18 COUNTDOWN PKG 2:00 VO/SOT 1:00 5/22 PREVIEW OF SPECIAL (ALL NEWSCASTS) 5/24 INTV W/ DIR OF ENGINEERING 3:00 (AM) 5/29 DTV & TV SALES PKG 2:00 VO/SOT :30 VO/SOT (11PM) :30 6/9 CONVERSION UPDATE 2:00 PKG 6/10 DTV UPDATE 2:00 PKG 6/11 LAST-MINUTE CONVERSIONS PKG 1:30 6/12 PHONE BANK/WALK INS NOON ON GM INTV AT 5:00 PKG 1:30 AT 5:30 6/13 PHONE BANK/WALK INS (MORNING NEWS) 6/13 OPTIONS W/ ANALOG GONE	
<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
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: ~BASIC ANSWER AND REFERRALS TO OTHER SITES (NAB, FCC, ANTENNA INFO) ~DTV BLOG, UPDATED BY OUR DIRECTOR OF ENGINEERING, WHICH ANSWERS FREQUENTLY ASKED EMAIL AND PHONED QUESTIONS ~ALL DTV STORIES DONE IN NEWSCASTS WERE POSTED WITH VIDEO ~A CONTACT EMAIL (DTV@CNYCENTRAL.COM) IS AVAILABLE ON BOTH THE DTV AND CONTACT US PAGES. BEFORE 6/12 THERE WERE TOP OF HOME PAGE BANNERS AND OTHER PROMPTS TO REACH DTV INFO-- THE PAGE IS STILL UP.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: ~GENERAL MANAGER APPEARED ON TK99, SUNNY 102, AND 93Q MORNING RADIO SHOWS 6/11 & 6/12 ~COMMUNITY RELATIONS DIRECTOR DID PHONE INTVS WITH WHCU (ITHACA RADIO) 6/14	
<input checked="" type="checkbox"/> Community Events	

Comments:

~WSTM & WCNY SPONSORED CALL-IN AND WALK IN HELP ON 6/12 AND 6/13. WE DID NEWS STORIES AND WEBSITE NOTICES PROMOTING LOCATION AND HOURS. STAFFERS FROM BOTH STATIONS PARTICIPATED. WE ANSWERED 600 PHONE CALLS AND SAW ALMOST 200 WALK IN HELP REQUESTS.

Other (describe)

Comments:

~WSTM PRODUCED & DISTRIBUTED :30 RADIO SPOTS REMINDING TO RE-SCAN, WHICH RAN 6/12 - 6/15 ON WSEN (40), WFBL (40), WTLA-WSGO (24), WZUN (24), & WTKW (24).

~ALL STAFFERS WERE GIVEN A 'CHEAT SHEET' TO HELP ANSWER QUESTIONS WHILE IN PUBLIC

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

Comments:

EXTRA STAFF WAS BROUGHT IN AND OUR 'LIVE' SWITCHBOARD HOURS WERE ALSO EXPANDED THE WEEK BEFORE CONVERSION INTO THE FOLLOWING WEEK. WE WERE HANDLING 100+ CALLS DAILY

(BY THE END OF JUNE WE'D 'TAPERED' TO 40 DAILY, STILL MOSTLY ON RE-SCANNING AND LOSS OF SIGNAL. WE ALSO CONTINUE TO FIELD EMAIL QUESTIONS, AND OUR DTV PAGE ON CNYCENTRAL.COM REMAINS ACTIVE

### Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on <http://www.dtv.gov>, predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.

A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones. Did your station run these notices, in addition to any other consumer education efforts required by these rules?

Yes  No

Comments:

IN ADDITION TO THE NOTICES, OUR SWITCHBOARD PERSONNEL HAVE LOSS OF COVERAGE MAPS AND STREET MAPS, AND RECEIVED EXTRA TRAINING ON HOW TO DEAL WITH THESE CALLS. RADIO SPOTS PRODUCED BY WSTM AND DISTRIBUTED TO SEVERAL SYR. RADIO STATIONS ALSO PROVIDED HELP REFERRALS.

### 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

LAURA HAND

Signature LAURA HAND	Date (mm/dd/yyyy) 07/10/2009
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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.**