

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. BDEREDT-20090710AGB	
Licensee MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION			
Call Sign WMAE-TV	Facility Id 43170	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
BOONEVILLE	MS	PRENTISS	38829 -
Nielsen DMA COLUMBUS-TUPELO-WEST POINT	World Wide Web Home Page Address WWW.MPBONLINE.ORG	Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	12		
<input checked="" type="checkbox"/> Digital	55		
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 type="radio"/> Option Two (B and D) <input checked="" 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: MISSISSIPPI AUTHORITY FOR EDUCATIONAL TELEVISION (MAET) IS THE LICENSEE OF EIGHT PUBLIC TELEVISION STATIONS SERVING THE STATE OF MISSISSIPPI. MAET CEASED ANALOG OPERATIONS FOR ALL OF THESE STATIONS ON FEBRUARY 17, 2009. SIX OF THESE STATIONS ARE OPERATING WITH FULL AUTHORIZED APPENDIX B FACILITIES AND THEREFORE HAVE NO FURTHER DTV ON-AIR OBLIGATIONS OR REPORTING REQUIREMENTS. HOWEVER, INASMUCH AS MAET OPERATES STATE NETWORK FACILITIES ALL OF ITS PROGRAMMING, INCLUDING DTV CONSUMER EDUCATION INFORMATION, IS AIRED THROUGHOUT THE STATE ON ALL OF ITS STATIONS. IN PAST QUARTERS, MAET AIRED DTV INFORMATIONAL PROGRAMMING FAR IN EXCESS OF THAT REQUIRED BY THE COMMISSION; FOR EXAMPLE, AS REPORTED IN ITS LAST FORM 388, THE LICENSEE AIRED NO FEWER THAN 16 INFORMATIONAL 30-MINUTE PROGRAMS. MAET ALSO AIRED 30 MINUTES PER MONTH IN PRIME TIME ANNOUNCEMENTS, WHICH WAS SIGNIFICANTLY MORE THAN THE REQUIRED 22.5 MINUTES. AS FURTHER REPORTED IN PRIOR FORM 388S AND IN THE INSTANT FILING, MAET HAS OTHERWISE PROVIDED EXTENSIVE COVERAGE OF THE DTV TRANSITION AND JUNE 12TH DEADLINE FOR THE PUBLIC BENEFIT. NO DOUBT DUE IN PART TO THIS EFFORT, THE STATE'S CONVERTER BOX PARTICIPATION RATE EXCEEDED THE NATIONAL AVERAGE.  UNFORTUNATELY, DUE TO A MISUNDERSTANDING OF THE FCC'S REVISED REQUIREMENTS APPLICABLE DURING THE PERIOD FOLLOWING ANALOG TERMINATION TO STATIONS OPERATING WITH LESS THAN FULL AUTHORIZED FACILITIES, MAET NEGLECTED TO AIR THE LAST REQUIRED 30-MINUTE PROGRAM AND, TOO, NEGLECTED TO MODIFY ITS ON-AIR ANNOUNCEMENTS TO INCLUDE REQUIRED			

ANTENNA, SCANNING AND HELP CENTER INFORMATION. (MAET DID AIR BASIC CONSUMER EDUCATION SPOTS AS REQUIRED.)

IN ANY EVENT, MAET'S EFFORTS TO EDUCATE THE PUBLIC ABOUT THE DTV SUCCEEDED. A TOLL-FREE TELEPHONE BANK WAS SET UP AND MANNED BY STAFF ON FEBRUARY 18, 19, AND 20 FOLLOWING THE ANALOG SIGNAL SHUT-OFF. A TOTAL OF 57 CALLS STATEWIDE WERE RECEIVED FROM VIEWERS DURING THIS THREE-DAY PERIOD. THE DTV TOLL-FREE TELEPHONE LINE CONTINUES TO REMAIN ACTIVE AND RESPONDS TO VIEWERS' QUESTIONS REGARDING THE DIGITAL TRANSITION. DURING THE MONTH OF APRIL, MAET RECEIVED 10 CALLS (6-SIGNAL LOSS; 4-CONVERTER BOX). DURING THE MONTH OF MAY, MAET RECEIVED 16 CALLS (6-SIGNAL LOSS; 10-CONVERTER BOX). DURING THE MONTH OF JUNE, MAET RECEIVED 38 CALLS (18-SIGNAL LOSS; 20 CONVERTER BOX). IN TOTAL, MAET RECEIVED A GRAND TOTAL OF 64 CALLS DURING APRIL, MAY, AND JUNE. THIS EVIDENCE DEMONSTRATES THAT, BY ANY MEASURE, MAET'S AUDIENCE WAS WELL INFORMED OF THE DTV TRANSITION AND IN FACT TRANSITIONED SUCCESSFULLY INTO A DIGITAL-ONLY BROADCAST ENVIRONMENT.

Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?

Yes  No

If YES, Complete Section E

**Simulcasting:**

Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?

Yes  No

If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.

**Application Purpose:**

DTV Education Report

Amendment

File Number -

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?

Yes  No

**30 Minute Educational Programs - Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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 termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..

Total number of 30 Minute Informational Programs 0

Comments:

SEE COMMENTS ABOVE.

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local 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, so long as they meet the requirements for duration and time of day aired. (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 type="radio"/> Yes <input checked="" 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 type="radio"/> Yes <input checked="" 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: SEE COMMENTS ABOVE.	

**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: "MISSISSIPPI EDITION" RADIO NEWS PROGRAM INTERVIEWS WITH A REPRESENTATIVE FROM NATIONAL ASSOCIATION OF BROADCASTERS; "MISSISSIPPI EDITION" RADIO NEWS PROGRAM INTERVIEW WITH DTV CHAIRMAN OF MISSISSIPPI ASSOCIATION OF BROADCASTERS; PRODUCED AND AIRED TWO-MINUTE NEWSCAST ABOUT THE DTV TRANSITION.	
<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: "DTV CONVERSION INFORMATION" ICON POSTED ON FRONT PAGE OF WEBSITE FEATURING LINKS TO: Q & A FOR THE DTV CONVERSION, DIGITAL TV FREQUENTLY ASKED QUESTIONS, APPLICATION FOR DIGITAL CONVERTER BOX COUPON, PBS - DIGITAL TV: A CRINGELY CRASH COURSE, MPB - DIGITAL TV SCHEDULE, HOW STUFF WORKS - DIGITAL TV, AUDIO MESSAGE ABOUT DTV TRANSITION, ONLINE BLOG LINKS, AND AUDIO INTERVIEW CONDUCTED IN SPANISH WITH MARIA FERNANDA ECHETO OF NATIONAL ASSOC. OF BROADCASTERS.	
<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 type="checkbox"/> Speaking Engagements	
Comments:	

Community Events

Comments:

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:

ESTABLISHED DTV TOLL-FREE TELEPHONE NUMBER FOR CONSUMERS/VIEWERS TO CALL, ASSISTED CALL-IN VIEWERS WITH DTV 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 EXECUTIVE DIRECTOR
Signature MARIE ANTOON	Date (mm/dd/yyyy) 07/10/2009

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-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.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**  
**Account number: 992658**

**Description: WMAE DTV JULY 2009 ACTIVITY REPORT**  
**Application Reference Number: 20090710AGB**  
**Successfully filed at Jul 10 2009 12:25PM**

**Based on the information supplied, no fee is required.**