

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090710AEV	
Licensee WWBT LICENSE SUBSIDIARY, LLC					
Call Sign WWBT		Facility Id 30833		Previous Call Sign (if applicable)	
Community of License					
City RICHMOND		State VA	County RICHMOND CITY		Zip Code 23225 -
Nielsen DMA RICHMOND-PETERSBURG		World Wide Web Home Page Address WWW.NBC12.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	12				
<input checked="" type="checkbox"/> Digital	54				
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)? If YES, Complete Section E				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? 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.				<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 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	253

Total 5:00 a.m. to 1:00 a.m. CSTs	930
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	10
Total 6:00 a.m. to 9:00 a.m. CSTs	262
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	80
Total 6:00 p.m. to 11:35 p.m. CSTs	255
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments: STATION AIRED PSAS FROM A VARIETY OF LOCAL, NETWORK AND SYNDICATED SOURCES. THE STATION RUNS CST'S AS PART OF OUR CONTINUOUS NEWS TICKER IN 12 NEWS TODAY (MON-FRI 5:00AM-7:00AM), 12 NEWS AT NOON (MON-FRI 12:00N-12:30PM), 12 NEWS AT 11 (MON-FRI 11:00PM-11:35PM) AND 12 NEWS TODAY SATURDAY (6:00AM-7:00AM AND 9:00AM-10:00AM). CRAWLS WERE ALSO AIRED OVER PROGRAMMING DURING PRIME.	

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: WWBT AIRED THE NAB-PRODUCED "COUNTDOWN TO DTV: ARE YOU READY" PROGRAM ON SATURDAY, MAY 16 AT 2:00PM. THE SPECIAL INCLUDED AN ANNOUNCEMENT INFORMING VIEWERS OF THE DATES AND APPROXIMATE TIMES STATIONS IN THE RICHMOND-PETERSBURG DMA WOULD TERMINATE THEIR ANALOG SIGNALS, AND A LIST OF STATIONS THAT HAD ALREADY TERMINATED THEIR ANALOG SIGNAL WHEN THE PROGRAM AIRED. THE STATION ALSO AIRED WITHIN THE PROGRAM ITS SIGNAL LOSS NOTICE.	

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?	
104	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: THE STATION AIRED ITS OWN COUNTDOWN GRAPHIC DISPLAY SEVERAL TIMES PER DAY.	

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 checked="" type="radio"/> Yes <input type="radio"/> No

Comments:

THE STATION AIRED 126 ANTENNA NOTICES AND 149 RESCAN NOTICES DURING THE QUARTER. NOTICES WERE AIRED AS PSAS AND AS CRAWLS OVER PROGRAMMING. THE HELP CENTER NOTICES WERE INCORPORATED AS PART OF THE STATION'S CONTINUOUS NEWS TICKER AND AIRED AS CRAWLS DURING PRIMETIME PROGRAMMING.

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, 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
<p>Comments:</p> <p>THE STATION AIRED SEVERAL ANALOG "SOFT TESTS" LEADING UP TO THE TRANSITION DATE ON THESE DATES: MAY 12 (6PM), MAY 21 (6:15AM, 7:25AM, 12:25PM, 6:25PM, 8:00PM, 11:00PM), JUNE 4 (NOON NEWS), JUNE 8 (11PM NEWS), JUNE 9 (5PM NEWS), JUNE 10 (6PM NEWS), JUNE 11 (6AM NEWS).</p> <p>BEGINNING ON MAY 11 DURING THE 5:30PM NEWS, QUESTIONS SUBMITTED BY VIEWERS REGARDING THE DTV TRANSITION WERE ANSWERED ON AIR BY A DTV EXPERT ON STAFF.</p> <p>THE STATION ALSO AIRED EDITORIALS FROM ITS GENERAL MANAGER REGARDING THE DTV TRANSITION ON MAY 13, JUNE 10 AND JUNE 17.</p> <p>ON JUNE 3, A STORY AIRED DURING THE 5:30PM AND 11PM NEWSCASTS ON THE FCC'S CALL CENTER PREPARATIONS IN ADVANCE OF THE DTV TRANSITION.</p> <p>DURING THE WEEK OF JUNE 8, NEWSCASTS FEATURED STORIES ON THE DTV TRANSITION.</p> <p>AFTER THE JUNE 12 TRANSITION, WWBT STAFF MANNED THE STATION'S OWN CALL CENTER TO ASSIST VIEWERS WITH DTV RECEPTION ISSUES, INCLUDING THOSE SPECIFIC TO RECEPTION OF THE STATION, WHICH MOVED BACK TO ITS ANALOG VHF CHANNEL.</p>	
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
<p>Comments:</p> <p>WWBT'S WWW.NBC12.COM CONTAINS A DTV NAVIGATION BAR BUTTON AND A TILE AD. BOTH OF WHICH LINK VIEWERS TO DIGITAL TELEVISION INFORMATION, A COUNTDOWN BOX, INFORMATION WHERE VIEWERS CAN GO FOR CONVERTER BOX COUPONS, AND EXTENSIVE INFORMATION ON DTV-RELATED QUESTIONS AND ANSWERS PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS.</p> <p>THE STATION ALSO POSTED INFORMATION REGARDING SIGNAL LOSS AS REQUIRED ON ITS HOMEPAGE.</p>	
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 type="checkbox"/> Speaking Engagements	
Comments:	
<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:

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:

THE STATION AIRED 75 SIGNAL LOSS NOTICES IN THE QUARTER, AND POSTED INFORMATION REGARDING SIGNAL LOSS ON ITS HOMEPAGE WITH LINKS TO THE FCC'S DTV WEBSITE. THE STATION WILL KEEP THE SIGNAL LOSS INFORMATION ON THE WEBSITE THROUGH JULY 12 AS REQUIRED.

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

PROGRAM COORDINATOR

Signature

BLAKE PEDDICORD

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-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.