

**FCC 388**  
**DTV Quarterly Activity Station Report**

FOR COMMISSION USE ONLY  
FILE NO. -20090410AIO

Licensee  
WWBT LICENSE SUBSIDIARY, LLC

Call Sign WWBT	Facility Id 30833	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
RICHMOND	VA	RICHMOND CITY	23225 -

Nielsen DMA RICHMOND-PETERSBURG	World Wide Web Home Page Address WWW.NBC12.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012
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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: 03/31/2009

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?  
 Option One (A and D)  Option Two (B and D)  Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?  Yes  No

**Simulcasting:**

Are you simulcasting on your Analog channel and your primary Digital stream?  Yes  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	513
Total 5:00 a.m. to 1:00 a.m. CSTs	1159
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	57
Total 6:00 a.m. to 9:00 a.m. CSTs	273
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	164
Total 6:00 p.m. to 11:35 p.m. CSTs	294
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: 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).	

**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	1
Comments: STATION AIRED "TECHNOW: GET THE PICTURE DTV SPECIAL" ON JANUARY 11 @ 1:00PM. STATION WILL SCHEDULE ANOTHER 30-MINUTE DTV PROGRAM TO AIR AT LEAST ONCE BEFORE JUNE 12, WHICH WILL INCLUDE LOCAL DTV TRANSITION INFORMATION.	

**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.	
39	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: STATION AIRED COUNTDOWN GRAPHICS FROM JANUARY 1 - FEBRUARY 8 (39 DAYS). IN ADDITION TO ITS OWN GRAPHICS AIRED UP TO TWICE PER DAY, FROM JANUARY 1 - FEBRUARY 4 THE STATION AIRED COUNTDOWN GRAPHICS CONTAINED IN NBC'S "TODAY SHOW". THE STATION SUSPENDED ITS COUNTDOWN GRAPHICS AS OF FEBRUARY 9 IN LIGHT OF THE NEW NATIONAL DTV TRANSITION DATE.	

**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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION CONDUCTED ANALOG SHUTDOWN TESTS ON JANUARY 15 AT 4PM AND JANUARY 29 AT 6AM. DURING THESE TESTS THE STATION HAD STAFF AVAILABLE TO TAKE CALLS AND ANSWER QUESTIONS. THE STATION ALSO AIRED A SEGMENT ANSWERING THE MOST FREQUENTLY-ASKED QUESTIONS FROM OUR VIEWERS FROM JAN. 13-16, JAN. 19-23, JAN. 26-30 AND FEB. 2-4. THE STATION AIRED STORIES ON PASSAGE OF THE DTV DELAY ACT ON FEB. 5. ON FEBRUARY 12, THE STATION COVERED A VISIT BY THE NAB'S DTV ROADSHOW TO THE SCIENCE MUSEUM OF VIRGINIA. ON FEBRUARY 16-17 THE STATION AIRED STORIES ABOUT HOW ANALOG BATTERY-OPERATED TVS WILL NOT WORK AFTER THE TRANSITION AND POSSIBLE ALTERNATIVES. ON FEBRUARY 23-24, THE STATION AIRED A STORY ON A NEW DTV CALL CENTER THAT OPENED IN VIRGINIA.	
<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: 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.	
<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:	
<input type="checkbox"/> 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:

### 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)

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).

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