

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>		FOR COMMISSION USE ONLY FILE NO. -20080708ADD

Licensee WWBT, INC.		
Call Sign WWBT	Facility Id 30833	Previous Call Sign (if applicable)

Community of License			
City	State	County	Zip Code
RICHMOND	VA	(NONE)	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: 06/30/2008

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?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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**Simulcasting:**

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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**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	350

Total 5:00 a.m. to 1:00 a.m. CSTs	3152
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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	41
Total 6:00 a.m. to 9:00 a.m. CSTs	1252

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	81
Total 6:00 p.m. to 11:35 p.m. CSTs	600

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:

1) ALL PSA'S ARE CLOSED-CAPTIONED  
 2) WWBT 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 February 17, 2009.

Total number of 30 Minute Informational Programs	0
Comments:	

### 100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

### Section D (For all broadcasters)

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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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.

Yes  No

Comments:

ON MAY 7, 2008 DURING THE 4PM, 5PM AND 6PM NEWS SHOWS, A LOCALLY PRODUCED STORY WAS AIRED STRESSING THAT TIME IS RUNNING OUT FOR VIEWERS THAT HAVE AN ANALOG TV THAT USES AN ANTENNA AS THEY WILL SOON NEED A CONVERTER BOX TO WATCH THEIR FAVORITE PROGRAMS.

ON JUNE 10, 2008, WWBT AIRED A STORY DURING THE 5:30PM NEWS SHOW DESCRIBING AN UPDATE ON THE TRANSITION PRESENTED TO CONGRESSIONAL LEADERS IN WASHINGTON.

#### Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes  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.

Yes  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.

#### 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.

Speaking Engagements

Comments:

ON APRIL 24, 2008, WWBT VICE-PRESIDENT AND GENERAL MANAGER DON RICHARDS SPOKE TO THE INNSBROOK ROTARY CLUB REGARDING THE DTV TRANSITION AND ITS IMPACT ON THE COMMUNITY.

ON MAY 14, 2008, MR. RICHARDS SPOKE TO THE VIRGINIA COMMONWEALTH UNIVERSITY SCHOOL OF MASS COMMUNICATIONS FACULTY AND STUDENTS REGARDING THE DTV TRANSITION AND ITS IMPACT ON BOTH THE COMMUNITY AND THE MEDIA BUSINESS.

Community Events

Comments:

ON APRIL 7, 2008, WWBT STAFF ENGINEER GREG PITTMAN DEMONSTRATED TO A LOCAL YOUTH ATHLETIC LEAGUE GROUP, PLAYERS AND THEIR PARENTS, HOW A CONVERTER BOX WORKS WITH AND PROVIDES A SUPERIOR PICTURE ON A CONVENTIONAL TV SET, AS THEY WATCHED THE NCAA BASKETBALL FINALS.

Other (describe)

Comments:

ON MAY 2 DURING WWBT'S 11PM NEWS, 12 NEWS AT 11, THE STATION PRESENTED A 15-MINUTE SPECIAL REPORT ON THE DTV TRANSITION. COVERAGE INCLUDED THE SWITCHOVER, WHAT PEOPLE SHOULD DO WITH THE COUPONS, AND SOME FEQUENTLY ASKED QUESTIONS ABOUT USING THE CONVERTER BOX.

**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 MARKETING DIRECTOR
Signature PAULA HERSH	Date (mm/dd/yyyy) 07/07/2008

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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