

FCC 388
DTV Quarterly Activity Station Report

FOR COMMISSION USE ONLY
FILE NO. -

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: 09/30/2008

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? 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	355
Total 5:00 a.m. to 1:00 a.m. CSTs	2626
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	69
Total 6:00 a.m. to 9:00 a.m. CSTs	1318

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	91
Total 6:00 p.m. to 11:35 p.m. CSTs	660

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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0

Comments:
 1) ALL PSAS WERE 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	1
Comments: WWBT AIRED "COUNTDOWN TO DTV: ARE YOU READY" ON SUNDAY, JULY 27 FROM 12 NOON - 12:30PM	

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)

Additional DTV On-air Initiatives - Last Quarter	
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: ON SEPT. 8 DURING THE 5:30PM NEWS, WWBT AIRED A STORY COVERING THE EARLY TRANSITION TO DTV IN WILMINGTON, NC. THE STORY ALSO MENTIONED THE FEB. 17, 2009 TRANSITION DATE FOR THE REST OF THE COUNTRY, AND DIRECTED VIEWERS SEEKING MORE INFORMATION TO THE STATION'S WEBSITE.	
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
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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: THE STATION HAS CREATED A FREQUENTLY ASKED QUESTIONS DOCUMENT THAT IT DISTRIBUTES TO VIEWERS WHO RESPOND WITH QUESTIONS ABOUT THE DTV TRANSITION.	
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) 10/09/2008

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