

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

FOR COMMISSION USE ONLY  
FILE NO. BDERCT-20090109AUW

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: 12/31/2008

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	File Number -
<input type="radio"/> Amendment	

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	508
Total 5:00 a.m. to 1:00 a.m. CSTs	1258
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	56
Total 6:00 a.m. to 9:00 a.m. CSTs	364

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	108
Total 6:00 p.m. to 11:35 p.m. CSTs	252

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:  
 WWBT AIRED A MIX OF PSAS FROM LOCAL AND SYNDICATED SOURCES AS WELL AS PSAS SCHEDULED DURING NBC NETWORK PROGRAMMING.

**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
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Comments:  
 WWBT AIRED "GET READY FOR DIGITAL TV" ON OCTOBER 18, 2008 AT 3:00PM

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

Comments:  
 BEGINNING NOVEMBER 10, 2008, WWBT SCHEDULED LOCAL DTV COUNTDOWN ANIMATED GRAPHICS UP TO TWO TIMES PER DAY. BEGINNING ON DECEMBER 1, 2008, NBC BEGAN AIRING A ANIMATED GRAPHIC ONCE PER DAY DURING THE "TODAY SHOW".

**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 AIRED VARIOUS REPORTS ON THE DTV TRANSITION THROUGHOUT THE QUARTER. SPECIFIC HIGHLIGHTS INCLUDE: ON DECEMBER 1, THE STATION AIRED AN INTERVIEW WITH FCC COMMISSIONER MCDOWELL DURING THE 12 NOON NEWSCAST, AND COVERED A LOCAL TOWN HALL MEETING ON THE DTV TRANSITION DURING NEWSCASTS AT 5PM AND 6PM. ON DECEMBER 17, THE STATION AIRED A 15-MINUTE SPECIAL AT 6:15PM ALERTING PEOPLE ON WHAT THEY NEED TO KNOW ABOUT THE DTV TRANSITION AND CONDUCTED A "SOFT TEST", SHUTTING IT'S ANALOG SIGNAL DOWN TO ALLOW VIEWERS TO SEE IF THEY ARE READY FOR THE TRANSITION. STATION STAFF MANNED THE STATION'S "CALL 12" CENTER AND ANSWERED VIEWER CALLS REGARDING THE TRANSITION FROM 5PM - 7PM. OVER 500 CALLS CAME INTO THE CALL 12

CENTER.	
<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: THE STATION'S HOME PAGE INCLUDES A LINK FOR VIEWERS TO SUBMIT DTV QUESTIONS TO ENGINEERS, AND A LINK TO A PAGE ON THE DTV TRANSITION. THIS PAGE INCLUDES A COUNTDOWN CLOCK TO THE TRANSITION DATE, INFORMATION ON THE CONVERTER BOX COUPON PROGRAM, AND ADDITIONAL TIPS ON HOW TO PREPARE FOR THE TRANSITION.	
<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 checked="" type="checkbox"/> Speaking Engagements  Comments: A STATION EMPLOYEE SPOKE TO THE COLONIAL HEIGHTS CHAPTER OF THE AARP ON OCTOBER 9, 2008. APPROXIMATELY 140 PEOPLE WERE IN ATTENDANCE.	
<input type="checkbox"/> Community Events  Comments:	
<input type="checkbox"/> Other (describe)  Comments:	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments:	

<b>Station Certification</b>	
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) 01/09/2009

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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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.

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