

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. -20081009ABY	
Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC					
Call Sign WJBF		Facility Id 27140		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AUGUSTA		GA	RICHMOND		30901 -
Nielsen DMA AUGUSTA		World Wide Web Home Page Address WWW.WJBF.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	6				
<input checked="" type="checkbox"/> Digital	42				
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)? <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, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	268
Total 5:00 a.m. to 1:00 a.m. CSTs	336
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	71
Total 6:00 a.m. to 9:00 a.m. CSTs	65

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	82
Total 6:00 p.m. to 11:35 p.m. CSTs	82
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:	

### 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: ON SEPTEMBER 13, 2008, 2:30-3:00PM, WJBF AIRED THE NAB "COUNTDOWN TO DTV: ARE YOU READY?" THE PROGRAM WAS DESIGNED TO HELP CONSUMERS NAVIGATE THE TRANSITION TO DIGITAL TELEVISION.	

### 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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

### 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: DURING LAST QUARTER WJBF AIRED A 5-MINUTE PROGRAM TITLED "DTV TRANSITION." PROGRAM AIRED ALTERNATE DAYS MONDAY-FRIDAY 32 TIMES, 12:55PM-1:00PM. PROGRAM INFORMED VIEWERS OF THE FEBRUARY 17, 2009, CHANGEOVER, CONVERTER BOXES AND CONVERTER BOX COUPONS, HOW VIEWERS WOULD BE AFFECTED WITH OR WITHOUT CABLE/SATELLITE, AND WHAT STEPS VIEWERS SHOULD TAKE TO MAKE SURE THEIR TV VIEWING IS NOT INTERRUPTED.  WJBF PARTICIPATED IN THE SOUTHEASTERN UNITED STATES' (GEORGIA, ALABAMA, SOUTH CAROLINA AND TENNESSEE) DTV ROADBLOCK INITIATIVE BY AIRING A :30 DTV SPOT ON AUGUST 2, 2008, AT 7:00PM. THIS WAS COORDINATED WITH THE GEORGIA ASSOCIATION OF BROADCASTERS.  WJBF AIRED NEWS STORIES ON SEPTEMBER 9 AND 10, 2008, ON WILMINGTON, NC, THE FIRST TELEVISION	

MARKET TO COMPLETELY SWITCH OVER TO A DIGITAL SIGNAL, WHY THE SWITCH IS OCCURING, WHAT VIEWERS SHOULD EXPECT, CONVERTER BOXES AND CONVERTER BOX COUPONS.

**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:  
 WJBF'S WEBSITE PROVIDES DTV INFORMATION AND LINKS TO DTVANSWERS.ORG AND DTV2009.GOV. WEBSITE AND LINKS INCLUDE INFORMATION ON DIGITAL TV TRANSITION, WHY THE SWITCH FROM ANALOG TO DIGITAL, CONVERTER BOXES, BUYING A DIGITAL TV AND SUBSCRIBING TO A PAID TV SERVICE.  
  
 ADDITIONALLY, WJBF POSTED A STORY ON ITS WEBSITE SEPTEMBER 17-30, 2008, ON BUYING THE BEST DIGITAL TV CONVERTER BOXES.

**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:

Community Events

Comments:  
 "THE DIGITAL TV TRANSITION" INFORMATIONAL FLIERS WERE MADE AVAILABLE TO THE PUBLIC ON SEPTEMBER 19-21, 2008, AT WJBF'S YOUR HOMETOWN/POLO AMERICA EVENT IN AIKEN, SOUTH CAROLINA.

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 PRESIDENT AND GENERAL MANAGER
Signature FRANK W. STEWART	Date (mm/dd/yyyy) 10/09/2008

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