

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. BDERCT-20090109ARD	
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: 12/31/2008					
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	429
Total 5:00 a.m. to 1:00 a.m. CSTs	432

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	121
Total 6:00 a.m. to 9:00 a.m. CSTs	115

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	136
Total 6:00 p.m. to 11:35 p.m. CSTs	118

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	3
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Comments:

WJBF AIRED THE NAB "COUNTDOWN TO DTV: ARE YOU READY?" ON THE FOLLOWING DATES/TIMES: OCTOBER 12, 2008, 3:30-4:00PM; DECEMBER 7, 2008, 4:30-5:00PM; AND DECEMBER 20, 2008, 2:30-3:00PM. 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?

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

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: ON NOVEMBER 13, 2008, AT 6:00 AND 11:00PM, NOVEMBER 14, 2008, AT 6:00AM AND 12:00PM, NOVEMBER 16, 2008, AT 11:00PM, NOVEMBER 17, 2008, AT 12:00PM, AND DECEMBER 24, 2008, AT 6:00PM, WJBF AIRED NEWS STORIES ON THE ELIMINATION OF THE TELEVISION STATION'S NATURAL SIMULCAST ON 87.7 FM. THE STORY FOCUSED ON BOTH THE REASON FOR A NATURAL SIMULCAST AND HOW THE TRANSITION TO DIGITAL IN FEBRUARY 2009 WILL ELIMINATE THE SIMULCAST FOREVER. WJBF ALSO INVITED VIEWERS TO COMMENT ON HOW THEY USED THAT SIMULCAST IN THEIR DAY-TO-DAY LIVES AND OFFERD A WEBSITE PAGE TO ANSWER QUESTIONS ABOUT THE UPCOMING DIGITAL TRANSITION. DURATION OF EACH AIRING WAS THREE MINUTES.  ON DECEMBER 2, 2008, AT 11:00PM, WJBF AIRED A NEWS STORY ON INFORMATION CONSUMERS COULD USE BEFORE THEY PURCHASED A HIGH DEFINITION TELEVISION SET OVER THE HOLIDAYS. THE REPORT EXPLAINED THE LATEST INFORMATION ABOUT HDTV AS IT RELATED TO THE UPCOMING DIGITAL TRANSITION SCHEDULED FOR FEBRUARY 17, 2009. DURATION OF STORY WAS ONE AND A HALF MINUTES.	
<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: WJBF'S WEBSITE PROVIDES DTV INFORMATION AND LINKS TO DTV ANSWERS.ORG AND DTV2009.GOV. WEBSITES AND LINKS INCLUDE INFORMATION ON THE DIGITAL TV TRANSITION, WHY THE SWITCH FROM ANALOG TO DIGITAL, CONVERTER BOXES, BUYING A DIGITAL TV AND SUBSCRIBING TO A PAID TV SERVICE.	
<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: WJBF'S ACCOUNT EXECUTIVE PETE MICHENFELDER PRESENTED INFORMATION ON "THE DTV TRANSITION" TO THE TRENTON, SC, SENIOR CITIZENS COUNCIL ON NOVEMBER 13, 2008. WJBF'S GENERAL MANAGER FRANK W. STEWART PARTICIPATED IN A PRESENTATION ON "THE DTV TRANSITION" TO THE EDGEFIELD, SC, SENIOR CITIZENS COUNCIL ON NOVEMBER 20, 2008. INFORMATION INCLUDED WHY THE TRANSITION TO DIGITAL, HOW TO OBTAIN A CONVERTER BOX, OFF-AIR RECEPTION, HDTVS, AND PAID TV SERVICES. A QUESTION AND ANSWER SESSION FOLLOWED EACH PRESENTATION.	
<input checked="" type="checkbox"/> Community Events	
Comments: "THE DTV TRANSITION" INFORMATIONAL FLIERS WERE MADE AVAILABLE TO THE PUBLIC ON OCTOBER 2, 2008, AT "THE BEST OF AUGUSTA 2008" EVENT HELD AT FT. DICOVERY.	
<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: WJBF PRODUCED AND AIRED A FIVE-MINUTE ABBREVIATED VERSION OF THE 30-MINUTE	

"COUNTDOWN TO DTV: ARE YOU READY?" PROGRAM. THE FIVE-MINUTE PROGRAM AIRED AN AVERAGE OF THREE TIMES PER WEEK MONDAY-FRIDAY AT 12:55PM.

### 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) 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.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**