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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. -20081010BBJ	
Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC					
Call Sign WSAV-TV		Facility Id 48662		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAVANNAH		GA	CHATHAM		31404 -
Nielsen DMA SAVANNAH		World Wide Web Home Page Address WWW.WSAV.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	3				
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 type="radio"/> Yes <input checked="" 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	225
Total 5:00 a.m. to 1:00 a.m. CSTs	176
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	26
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	55
Total 6:00 p.m. to 11:35 p.m. CSTs	61
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	
<p>Comments:</p> <p>DUE TO NBC NETWORK COVERAGE OF THE SUMMER OLYMPICS, WSAV AIRED 32 FEWER DTV CSTS THAN THE FCC'S DTV TRANSITION CONSUMER EDUCATION RULES REQUIRED IN THE 5 AM TO 1 AM DAYPART FOR THE THIRD QUARTER OF 2008.</p> <p>NBC'S COVERAGE OF THE SUMMER OLYMPICS PREEMPTED A SUBSTANTIAL NUMBER OF CST'S THAT WSAV HAD SCHEDULED IN AUGUST 2008, THUS CAUSING WSAV'S SLIGHT CST DEFICIENCY.</p> <p>WSAV REVISED ITS CST PLACEMENT SCHEDULE IN AUGUST TO COMPENSATE FOR NBC'S PREEMPTION. THIS SCHEDULE WAS IN PLACE THROUGH SEPTEMBER 2008. HOWEVER, WSAV LATER DETERMINED THAT 32 OF THESE ADDITIONAL CSTS WERE INADVERTENTLY PREEMPTED BY A PROGRAM SCHEDULING CHANGE THAT OCCURRED ON SEPTEMBER 8TH. WSAV DID NOT LEARN OF THIS INADVERTENT PREEMPTION UNTIL AFTER THE END OF THE THIRD QUARTER.</p> <p>SINCE LEARNING OF THE STATION'S SLIGHT 5 AM - 1 AM DTV CST DEFICIT (32), WSAV MANAGEMENT HAS IMPLEMENTED NEW REVIEW PROCEDURES AND SCHEDULED ADDITIONAL CSTS DURING THE FOURTH QUARTER OF 2008.</p> <p>SPECIFICALLY, WSAV NOW REVIEWS PSA AND CST INSERTIONS ON A WEEKLY BASIS TO ENSURE THAT IT MEETS AND EXCEEDS THE FCC'S REQUIREMENTS. THESE WEEKLY DELIVERY REVIEWS ENABLE WSAV TO REACT TO NETWORK PROGRAMMING CHANGES AND UNFORSEEN CIRCUMSTANCES IN TIME TO MAINTAIN FULL COMPLIANCE IN</p>	

**EDUCATING CONSUMERS ON THE DTV TRANSITION.**

TO MAKE-GOOD THE 32 5 AM - 1 AM DTV CSTS THAT WERE NOT AIRED IN THE THIRD QUARTER AND TO ENSURE OVERDELIVERY OF WSAV'S DTV TRANSITION CONSUMER EDUCATION EFFORTS IN THE FOURTH QUARTER, WSAV WILL BROADCAST DOUBLE THE FCC REQUIREMENT FOR THIS TIME PERIOD (I.E., 32 CSTS PER WEEK, OR 416 IN TOTAL).

**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:**

WSAV AIRED A 30-MINUTE SPECIAL, "GET READY FOR DTV," ON SATURDAY, AUGUST 30, 2008, FROM 7:30-8PM ON OUR ANALOG AND DT 1 CHANNELS.

THE SAME PROGRAM ALSO AIRED SUNDAY, AUGUST 31, 2008, FROM 9-9:30AM ON OUR DT 2 CHANNEL.

WSAV HAS NOW AIRED THIS 30 MINUTE DTV PROGRAM IN OCTOBER 2008 AND SCHEDULED FUTURE RUNS IN DECEMBER AND JANUARY ON ITS ANALOG, DT 1 AND DT 2 CHANNELS.

**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)**

**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.

Yes  No

**Comments:**

<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: WSAV MAINTAINS A DIGITAL & HD TELEVISION PAGE ON OUR WEBSITE, WWW.WSAV.COM, KEYWORD "DIGITAL TV." CONSUMER INFORMATION, LINKS TO THE NAB AND CONSUMER ELECTRONICS ASSOCIATION DTV WEBSITES, AND A COUNTDOWN TO THE FEBRUARY 17, 2009 TRANSITION ARE PROVIDED BY THIS PAGE OF THE STATION'S WEBSITE.	
<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 type="checkbox"/> Speaking Engagements  Comments:	
<input type="checkbox"/> Community Events  Comments:	
<input checked="" type="checkbox"/> Other (describe)  Comments: WSAV AIRED DTV PSAS ON ITS DIGITAL DT 2 CHANNEL, AT A MINIMUM OF ONE TIME PER DAY BETWEEN 5 AM-1 AM, THROUGHOUT THE THIRD QUARTER. 26 OF THESE PSAS AIRED BETWEEN 6 PM AND 11:35 PM.	
<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: WSAV OVER-DELIVERED ON THE NUMBER OF DTV PSAS AND CSTS THAT AIRED BETWEEN 6 PM AND 11:35 PM ON ITS ANALOG & DT 1 CHANNELS.	

**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 MANAGER
Signature DAVID J. STAGNITTO	Date (mm/dd/yyyy) 10/08/2008

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

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