

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090409AHG	
Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC			
Call Sign WBTW	Facility Id 66407	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
FLORENCE	SC	FLORENCE	29501 -
Nielsen DMA MYRTLE BEACH-FLORENCE	World Wide Web Home Page Address WWW.SCNOW.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	13		
Report reflects information for quarter ending: 03/31/2009			
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	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> 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	377
Total 5:00 a.m. to 1:00 a.m. CSTs	209
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	70
Total 6:00 a.m. to 9:00 a.m. CSTs	46
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	92
Total 6:00 p.m. to 11:35 p.m. CSTs	28
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: SNIPES WERE PULLED ON FEBRUARY 10 AND RESCHEDULED MARCH 4 DUE TO CHANGE IN DTV TRANSITION DATE. NO SNIPES RAN 9A - 5PM ON JANUARY 20 OVER INNAUGURATION COVERAGE. NCAA TOURNAMENT GAMES RAN ON 3/19 & 20 WHICH PRE-EMPTED 4PM & 7PM SNIPES. NCAA GAMES RAN AGAIN 3/26 AND 27 WHEN ONLY 7PM SNIPES WERE PRE-EMPTED. BETWEEN JAN. 1 - FEB. 10 THERE WAS A TRAFFIC ERROR THAT CAUSED THE SNIPE SCHEDULED FOR 6PM - 11:35PM TO RUN AT APPROXIMATELY 5:45PM. A TOTAL OF 24 OF THOSE SNIPES RAN JUST OUTSIDE THE 6PM-11:35P WINDOW. THAT ERROR WAS CORRECTED AND FIVE (5) PRIMETIME SNIPES/WEEK BEGAN RUNNING AGAIN ON MARCH 4 AND CONTINUE TO RUN EVERY WEEK.	

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 June 12, 2009.	
Total number of 30 Minute Informational Programs	2
Comments: WBTW RAN THE 30-MINUTE DTV SPECIAL ONCE IN JANUARY AND AGAIN IN FEBRUARY. WE PULLED IT AFTER TWO RUNS DUE TO THE CHANGE IN THE TRANSITION DATE.	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
36	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

WBTW RAN COUNTDOWNS WITH ANIMATION AND ANNOUNCER VOICE-OVER EVERY DAY IN OUR NEWSCASTS THROUGH FEBRUARY 5. WE PULLED IT DUE TO THE DELAY IN THE TRANSITION. FROM JAN. 1 - FEB. 5 WBTW BROADCAST A TOTAL OF 166 ANIMATED GRAPHICS WITH ANNOUNCER VOICEOVERS. WE'RE READY TO RESTART OUR COUNTDOWNS ON APRIL 13.

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: WBTW RAN A NUMBER OF NEWS REPORTS, SOFT TESTS AND HELPLINES. THE HELPLINES WERE STAFFED BY DEDICATED EXPERTS WHO ASSISTED VIEWERS WITH ANTENNA ISSUES, COUPON INFORMATION, DTV CONVERTER BOX INSTALLATION AND OTHER QUESTIONS. WBTW RAN SOFT TESTS AND HELPLINES ON JANUARY 6, 12, 14, 19, 23, 28; FEBRUARY 17; MARCH 5, 12 AND 20. WE LOGGED CALLER ZIPCODES AND TOP 7 QUESTIONS SO WE COULD BETTER PREPARE FOR THE TRANSITION. MOST ASKED QUESTIONS WERE ABOUT APPLYING FOR COUPONS; ANTENNAS; AND DTV CONVERTER INSTALLATION.	
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: THE WBTW LINK ON OUR SCNOW.COM WEBSITE (HTTP://STATIC.MGNETWORK.COM/SCP/MULTIMEDIA/DTV_QA_FOR_WBTW.PDF) CONTAINS A WEALTH OF INFORMATION CONCERNING THE JUNE 12 TRANSITION. IT IS PRESENTED BY OUR NEWS DEPARTMENT AND INCLUDES A DETAILED LISTING OF FREQUENTLY ASKED QUESTIONS AND ANSWERS. WE ALSO INCLUDE STATION CONTACT INFORMATION SHOULD VIEWERS NEED PERSONAL ASSISTANCE.	
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 checked="" type="checkbox"/> Community Events Comments: WBTW MANNED A TRADE SHOW BOOTH AT THE MYRTLE BEACH BOAT SHOW, JAN. 9-11 AND LIFESTYLES EXPO, JAN 23 & 24 TO DEMONSTRATE DTV AND ANSWER QUESTIONS. WE SET UP A TV WITH CONVERTER BOX AND OUTDOOR UHF ANTENNA.	
<input type="checkbox"/> 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: IN 1Q 2009, WBTW CONTINUED TO DEMONSTRATE A STRONG COMMITMENT TO OUR VIEWERS BY BROADCASTING A COMPREHENSIVE SCHEDULE OF PSAS, CSTS, THE 30-MINUTE DTV PROGRAM, HELPLINES AND DTV EQUIPMENT DEMONSTRATIONS. WBTW WILL CONTINUE TO GO ABOVE AND BEYOND WHAT'S EXPECTED OF US SO THAT OUR VIEWERS - ESPECIALLY THOSE IN RURAL COMMUNITIES - ARE INFORMED AND PREPARED FOR THE JUNE 12 TRANSITION. IN 2008 WBTW FAR EXCEEDED THE MINIMUM NUMBER OF PSAS AND CSTS. TO OVERACHIEVE OUR 2009 CST GOALS, WBTW COMMITS TO RUN AT LEAST 250 CSTS IN 2QT, WITH 100 IN PRIMETIME, UP UNTIL OUR JUNE 12 TRANSITION.	

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 MARKETING DIRECTOR
Signature DANIEL S. KLINTWORTH	Date (mm/dd/yyyy) 04/09/2009

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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.**