

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20080930BIW	
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				
<input checked="" type="checkbox"/> Digital	56				
Report reflects information for quarter ending: 06/30/2008					
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
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	635
Total 5:00 a.m. to 1:00 a.m. CSTs	351

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	185
Total 6:00 a.m. to 9:00 a.m. CSTs	61

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	149
Total 6:00 p.m. to 11:35 p.m. CSTs	116

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:

DTV PSA'S INCLUDE "THE FUTURE IS HERE" AND "JUST A BOX" - THEY ARE PROGRAMMED TO AIR ROUTINELY THROUGHOUT WBTW'S PROGRAMMING DAY AND NIGHT. WBTW BROADCAST A TOTAL OF 635 :30 PSA'S AND A TOTAL OF 351 CST'S DURING 2Q 2008, EXCEEDING ALL REQUIREMENTS.

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	16
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Comments:

IN ADDITION, THE DTV EDUCATIONAL PROGRAM HAS AIRED AT LEAST ONE TIME PER WEEK - AND HAS BEEN AIRING ON BOTH SATURDAY AND SUNDAY AFTERNOON IN THE 12P-4P TIME PERIOD AROUND CBS NETWORK SPORTS PROGRAMMING (SPORTS SPECTACULARS, SPORTS SPECIALS, PGA GOLF AND TENNIS CHAMPIONSHIPS) IN AN ATTEMPT TO REACH THE GREATEST NUMBER OF VIEWERS.

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

Comments:

Section D (For all broadcasters)

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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 NEWS 13 SPONSORED A "DTV HELPLINE" ON MAY 16, 2008 WHEREBY VIEWERS COULD CALL IN (4:30P-7:30P) TO SPEAK WITH A TEAM OF SEASONED BROADCAST VETERANS TO ANSWER THEIR INQUIRES AND CONCERNS ABOUT THE UPCOMING DTV CONVERSION. THE STATION LOGGED IN OVER 100 CALLS DURING THIS TIME PERIOD. GOING FORWARD, WBTW WILL HOST AT LEAST ONE SUCH DTV HELPLINE EACH QUARTER. WBTW NEWS 13 CONTINUES TO BROADCAST IMPORTANT REMINDERS AS REPORTED BY OUR FRONTLINE ANCHOR TEAM AND RUN CRAWLS THROUGHOUT THE NEWS BROADCASTS IN SUPPORT OF VIEWER AWARENESS AND EDUCATION OF THE UPCOMING DTV TRANSITION.	
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: WBTW'S WEB SITE FEATURES A SPECIAL SECTION FOR VIEWERS TO ACCESS EDUCATIONAL LITERATURE ABOUT THE UPCOMING TRANSITION, INCLUDING DTV TOLL-FREE NUMBERS AND A LIST OF FREQUENTLY ASKED QUESTIONS. IN ADDITION, WBTW'S WEB SITE INCLUDES A CLICK BOX WHEREBY VIEWERS CAN "REQUEST-A-SPEAKER" AND HAVE A REPRESENTATIVE FROM THE STATION COME TO THEIR LOCATION TO ADDRESS A COMMUNITY GROUP OR MEETING ABOUT THE DTV CONVERSION OR ANY OTHER BROADCAST MATTER(S).	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: DURING STATION TOURS WHICH ARE OPEN TO THE PUBLIC AND CONDUCTED REGULARLY THROUGHOUT THE QUARTER/YEAR, WBTW'S CHIEF ENGINEER IS INTRODUCED AND BRIEFLY DISCUSSES THE UPCOMING TRANSITION AND TIME IS TAKEN FOR QUESTIONS AND CONCERNS TO BE ADDRESSED.	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: DTV CRAWLS ARE INCORPORATED INTO ALL CBS NETWORK PRIMETIME PROGRAMMING AND LOCAL SYNDICATED PROGRAMMING SUCH AS DR. PHIL, OPRAH, INSIDE EDITION, WHEEL OF FORTUNE AND EBERT & ROEPER AT THE MOVIES.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: WBTW IS COMMITTED TO PROVIDING OUR VIEWERS WITH THE MOST INDEPTH AND EXTENSIVE DTV EDUCATIONAL MATERIAL AND INFORMATION AVAILABLE. WE WILL CONTINUE OUR EFFORTS THROUGHOUT THE NEXT QUARTER AND BEYOND AS WELL.	

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 COORDINATOR
Signature GAIL DOBBS	Date (mm/dd/yyyy) 09/30/2008

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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