

FCC 388
DTV Quarterly Activity Station Report

FOR COMMISSION USE ONLY

FILE NO. --

Licensee
MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC

Call Sign WBTW	Facility Id 66407	Previous Call Sign (if applicable)
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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
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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: 09/30/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D) Option Two (B and D) Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option? Yes No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream? Yes 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	524
Total 5:00 a.m. to 1:00 a.m. CSTs	474

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	86
Total 6:00 a.m. to 9:00 a.m. CSTs	78

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	121
Total 6:00 p.m. to 11:35 p.m. CSTs	137

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:

WBTW BROADCAST A SUBSTANTIAL NUMBER OF PSAS AND CSTS THROUGHOUT THE THIRD QUARTER OF 2008: A GRAND TOTAL OF 524 PSAS AND 474 CSTS FAR EXCEEDING 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

10

Comments:

WBTW CONTINUED TO AGGRESSIVELY SCHEDULE THIS 30-MINUTE DTV EDUCATIONAL PROGRAM THROUGHOUT THE QUARTER. THIS PROGRAM HAS AIRED IN DESIRABLE TIMES SUCH AS AROUND CBS SPORTS PRORAMMING ON WEEKENDS. IN ADDITION TO BROADCASTING 10 PROGRAMS BETWEEN 8:00AM AND 11:35PM THIS QUARTER, WBTW AIRED 14 PROGRAMS ON A REGULAR LATE NIGHT SCHEDULE.

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)

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:

WBTW HELD ITS SECOND VIEWER DTV TRANSITION "HELP LINE" ON WEDNESDAY, SEPTEMBER 24, 2008 FROM 4:30P-6:30P, WHEREBY VIEWERS HAD THE OPPORTUNITY TO CALL IN AND SPEAK WITH A PANEL OF EXPERTS THE STATION ASSEMBLED TO BEST HELP EDUCATE AND GUIDE OUR VIEWERS SUCCESSFULLY THROUGH THE TRANSITION. DURING THE 9/24/08 HELP LINE, THE WBTW EXPERT PANEL FIELDDED OVER 100 CALLS FROM THE PUBLIC SEEKING INFORMATION AND ADVICE. THIS TIMELY, POPULAR FEATURE WILL BE REPEATED AT LEAST ONE TIME PER QUARTER GOING FORWARD TO BEST ASSIST OUR VIEWERS WITH THE INFORMATION AND EDUCATION NEEDED FOR A SEAMLESS TRANSITION.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes 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.

Yes No

Comments:

THE WBTW WEB SITE, SCNOW.COM, INCLUDES A WEALTH OF INFORMATION CONCERNING THE UPCOMING TRANSITION. WBTW FRONT LINE ANCHORS DIRECT VIEWERS DURING NEWSCASTS TO VISIT OUR WEB SITE FOR DTV TRANSITION INFORMATION, WHICH INCLUDES A LIST OF DETAILED FREQUENTLY ASKED QUESTIONS AND STATION CONTACT INFORMATION FOR ADDITIONAL INFORMATION OR PERSONALIZED DTV TRANSITION 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.

Speaking Engagements

Comments:

WBTW CONTINUED TO SCHEDULE FACILITY TOURS FOR OUR VIEWERS AND COMMUNITY GROUPS THROUGHOUT THE QUARTER. DTV TRANSITION INFORMATION IS OFTEN PART OF OUR TOURS AS GUESTS VISIT WITH THE WBTW ENGINEERING TEAM AND OUR CHIEF ENGINEER WHO ADDRESSES THE UPCOMING TRANSITION AND OFFERS INSTRUCTION AS WELL AS A TIME FOR A QUESTION-AND-ANSWER SESSION DEVOTED TO THE UPCOMING TRANSITION.

Community Events

Comments:

WBTW HAS A SPECIAL CLICK BOX ON THE STATION'S WEB SITE INVITING VIEWERS TO "SCHEDULE A SPEAKER" FOR THEIR COMMUNITY EVENT OR MEETING. VIEWERS ARE WELCOME AND ENCOURAGED TO UTILIZE THIS FUNCTION AND OFFER TO REQUEST STATION PERSONNEL WHO CAN BEST OFFER EDUCATION AND ADVICE ON THE UPCOMING DTV TRANSITION. WE WILL CONTINUE TO OFFER THIS FEATURE TO REACH THE WIDEST AUDIENCE POSSIBLE.

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:

WBTW DEMONSTRATED A STRONG COMMITMENT TO OUR VIEWERS BY BROADCASTING A COMPREHENSIVE SCHEDULE OF PSAS, CSTS, AND THE 30-MINUTE DTV EDUCATIONAL PROGRAM THROUGHOUT 3Q 2008. WBTW PROUDLY CONTINUES THIS "ABOVE AND BEYOND" COMMITMENT TO OUR VIEWER EDUCATION AND INFORMATION EFFORTS TO BEST ASSIST OUR VIEWERS WITH THE DTV 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
PROGRAM COORDINATOR

Signature
GAIL DOBBS

Date (mm/dd/yyyy)
10/06/2008

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Federal Communications Commission

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Account number: 634254

Description: DTV QUARTERLY ACTIVITY STATION REPORT

Application Reference Number: 20081006ACP

Successfully filed at Oct 6 2008 1:07PM

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