

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-20090112AOF
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: 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	606
Total 5:00 a.m. to 1:00 a.m. CSTs	320
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	162
Total 6:00 a.m. to 9:00 a.m. CSTs	82
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	150
Total 6:00 p.m. to 11:35 p.m. CSTs	124
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 FOURTH QUARTER OF 2008: A GRAND TOTAL OF 606 PSAS AND 320 CSTS.	

### 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	22
Comments: WBTW CONTINUED TO AGGRESSIVELY BROADCAST THIS 30-MINUTE DTV EDUCATIONAL PROGRAM THROUGHOUT THE QUARTER, AIRING THE PROGRAM FOR A TOTAL OF 22 BROADCASTS IN 4Q 2008. THE PROGRAM HAS AIRED IN DESIRABLE TIMES SUCH AS AROUND CBS SPORTS PROGRAMMING ON THE WEEKENDS.	

### 100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day
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"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?

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

Comments:

WBTW RUNS THE 100-DAY COUNTDOWN IN ALL NEWSCASTS - 5A, 6A, NOON, 5P, 6P, AND 11P - THEY ARE PRESENTED IN AUDIO AND GRAPHIC DISPLAYS. ADDITIONAL 100-DAY REMINDERS ARE BROADCAST THROUGHOUT THE WEEKENDS ON THE STATION TO ENSURE MAXIMUM COVERAGE.

**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:

WBTW HELD FIVE DTV TRANSITION "HELP LINES" THROUGHOUT FOURTH QUARTER 2008 ON NOVEMBER 18, 2008 (APPROX. 100 CALLS); DECEMBER 16, 2008 (APPROX. 148 CALLS); DECEMBER 19, 2008 (APPROX. 181 CALLS); DECEMBER 19, 2008 (APPROX. 67 CALLS); AND, DECEMBER 23, 2008 (APPROX. 75 CALLS) WHEREBY VIEWERS HAD THE OPPORTUNITY TO CALL IN TO DESIGNATED PHONE LINES AND SPEAK WITH A PANEL OF DEDICATED EXPERTS THE STATION ASSEMBLED TO BEST HELP EDUCATE AND GUIDE OUR VIEWERS SUCCESSFULLY THROUGH THE TRANSITION. EACH NEWSCAST WITHIN THE HELP LINES DATES INCLUDED AT LEAST ONE LOCAL SOFT TEST OF AT LEAST THIRTY-SECONDS. THE WBTW EXPERT PANELS FIELDER OVER 570 CALLS FROM THE PUBLIC SEEKING INFORMATION AND ADVICE. THIS TIMELY, POPULAR FEATURE, INCLUDING AT LEAST ONE SOFT TEST, IS SCHEDULED AT A MINIMUM OF TWENTY-ONE (21) TIMES DURING JANUARY AND FEBRUARY OF 2009.

<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:

THE WBTW WEB SITE, SCNOW.COM, INCLUDES A WEALTH OF INFORMATION CONCERNING THE UPCOMING TRANSITION. IT IS PRESENTED BY OUR NEWS ANCHORS AND INCLUDES A DETAILED LISTING OF FREQUENTLY ASKED QUESTIONS & ANSWERS AS WELL AS STATION CONTACT INFORMATION SHOULD ANY VIEWER DESIRE ADDITIONAL, PERSONAL ASSISTANCE.

<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.	

Speaking Engagements

Comments:

WBTW HELD FACILITY TOURS FOR OUR VIEWERS AND COMMUNITY AND SCHOOL GROUPS THROUGHOUT THE QUARTER. DTV INFORMATION WAS A PART OF OUR TOURS AS GUESTS VISITED WITH THE ENGINEERING TEAM AND OUR CHIEF ENGINEER WHO ADDRESSED THE UPCOMING TRANSITION, OFFERING INSTRUCTION AS WELL AS A TIME FOR A QUESTION & ANSWER SESSION DEVOTED EXCLUSIVELY TO THE DIGITAL TRANSITION.

Community Events

Comments:

WBTW CONTINUED TO OFFER 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 CONTINUE TO OFFER THIS FEATURE IN AN ATTEMPT 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 HAS AGAIN DEMONSTRATED A STRONG COMMITMENT TO OUR VIEWERS BY BROADCASTING A COMPREHENSIVE SCHEDULE OF PSAS, CSTS, AND THE 30-MINUTE DTV EDUCATIONAL PROGRAM THROUGHOUT 4Q 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) 01/07/2009

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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