

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. -

Licensee
MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC

Call Sign WVTM-TV	Facility Id 74173	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
BIRMINGHAM	AL	JEFFERSON	35209 -

Nielsen DMA Birmingham (Ann, Tusc)	World Wide Web Home Page Address WWW.NBC13.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)

<input checked="" type="checkbox"/> checkbox checked	13	
Analog		
<input checked="" type="checkbox"/> checkbox checked	52	
Digital		

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 checked="" type="checkbox"/> radio button not selected	Option One (A and D)	<input checked="" type="checkbox"/> radio button selected	Option Two (B and D)	<input checked="" type="checkbox"/> radio button not selected	Option Three (C and D)
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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="checkbox"/> radio button selected	DTV Education Report	
<input checked="" type="checkbox"/> radio button not selected	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	<input type="text" value="464"/>
Total 5:00 a.m. to 1:00 a.m. CSTs	<input type="text" value="252"/>
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	<input type="text" value="16"/>
Total 6:00 a.m. to 9:00 a.m. CSTs	<input type="text" value="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	<input type="text" value="0"/>
Total 6:00 p.m. to 11:35 p.m. CSTs	<input type="text" value="0"/>
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	<input type="text" value="87"/>
Total 5:00 p.m. to 10:35 p.m. CSTs	<input type="text" value="78"/>
Comments: <input type="text"/>	

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	<input type="text" value="2"/>
Comments: RAN ONE PROGRAM ON 8/10/08 FROM 6-630P TITLED - "GET READY FOR DTV" AND ANOTHER ON 9/3/08 @ 6-6:30P CST - TITLED "DTV SIMPLIFIED" .	

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?

<input type="text" value="0"/>	<i>Graphic Displays</i>
<input type="text" value="0"/>	<i>Animated Graphics</i>
<input type="text" value="0"/>	<i>Graphic and Audio Displays</i>
<input type="text" value="0"/>	<i>Longer Form Reminders</i>

Comments:

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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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	

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:	
WE PROVIDED A LINK TO THE DTV PUBLICATION "WHAT'S ON DTV"; A FAQ AND Q&A; LINKS TO DTV INFORMATION ON THE NATIONAL ASSOCIATION OF BROADCASTERS, DIGITAL TELEVISION TRANSITION COALITION, NTIA	

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 type="checkbox"/> Community Events	
Comments:	

<input checked="" type="checkbox"/> Other (describe)	
Comments:	
WE RAN 2 TARGETED SPECIAL REPORTS THIS QUARTER. REPORTER CHRIS POLLONE HOSTED THESE TWO INFORMATIONAL REPORTS - ONE :90 SECONDS AND THE OTHER 2 :MINUTES - 1 ON 9/23 @10P ADVISING THE VIEWERS THERE WAS 150 DAYS	

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

ON AUGUST 4, 2008 WE PARTICIPATED IN THE :30 SOUTHEASTERN UNITED STATES DTV ROADBLOCK PROJECT WITH OTHERS IN OUR AREA CONDUCTED BY THE ALABAMA BROADCASTERS ASSOCIATION.

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 VP/GENERAL MANAGER
Signature GENE KIRKCONNELL	Date (mm/dd/yyyy) 10/08/2008

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