

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090409AKO	
Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC					
Call Sign WJBF		Facility Id 27140		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AUGUSTA		GA	RICHMOND		30901 -
Nielsen DMA AUGUSTA		World Wide Web Home Page Address WWW.WJBF.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	6				
<input checked="" type="checkbox"/> Digital	42				
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" 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	284
Total 5:00 a.m. to 1:00 a.m. CSTs	258
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	85
Total 6:00 a.m. to 9:00 a.m. CSTs	30

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	122
Total 6:00 p.m. to 11:35 p.m. CSTs	70
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: WJBF TERMINATED ANALOG SERVICE ON FEBRUARY 17, 2009, AND, AS AUTHORIZED, TERMINATED DTV RELATED CSTS ON MARCH 16, 2009. THE STATION AVERAGED AT LEAST 16 CSTS PER WEEK DURING THE PERIOD THAT IT AIRED 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 June 12, 2009.	
Total number of 30 Minute Informational Programs	3
Comments: ON JANUARY 31, 2009, 3:00-3:30PM, WJBF AIRED THE NAB 30-MINUTE "COUNTDOWN TO DTV: ARE YOU READY?" PROGRAM WAS DESIGNED TO HELP CONSUMERS NAVIGATE THE TRANSITION TO DIGITAL TELEVISION.  ON FEBRUARY 16, 2009, 10:00-11:00AM, WJBF AIRED THE "RECEIVING DTV" PROGRAM ON ITS ANALOG CHANNEL. PROGRAM PROVIDED VIEWERS INFORMATION ON DTV TRANSITION AND WHAT THEY NEEDED TO DO TO BE READY INCLUDING PURCHASING AND INSTALLING CONVERTER BOXES.	

### 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.	
48	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
48	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: NUMBER OF DAYS WAS CALCULATED AS ONE PER DAY JANUARY 1-FEBRUARY 17, 2009. WJBF'S ANALOG SIGNAL WAS TERMINATED ON FEBRUARY 17, 2009, 11:59:59PM.	

### 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:

JANUARY 6-FEBRUARY 17, 2009, WJBF AIRED SEVERAL NEWS STORIES ON THE TRANSITION TO DTV, PROVIDING INFORMATION ON WHAT VIEWERS NEEDED TO DO TO BE PREPARED TO RECEIVE A DIGITAL SIGNAL AFTER FEBRUARY 17, 2009.

WJBF AIRED LIVE TESTS THAT WOULD INDICATE TO VIEWERS WHETHER OR NOT THEIR SETS WERE DT READY AND, IF NOT, A TELEPHONE NUMBER WAS PROVIDED FOR VIEWERS TO CALL FOR MORE INFORMATION OR ASSISTANCE.

WJBF SET UP PHONE BANKS FEBRUARY 16-19, 2009, 9:00AM-5:00PM TO RECEIVE CALLS TO ANSWER VIEWERS QUESTIONS ABOUT THE DTV TRANSITION AND OFFER ASSISTANCE WITH CONVERTER BOX PURCHASES AND INSTALLATION, TV ANTENNAS AND CHANNEL SCANNING.

BEGINNING 10:00AM, FEBRUARY 15-17, 2009, WJBF RAN CRAWLS CONTINUOUSLY ON ITS ANALOG CHANNEL INFORMING VIEWERS OF THE UPCOMING DTV TRANSITION AND TO MAKE SURE THEY WERE READY FOR THE 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:

WJBF'S WEBSITE PROVIDES DTV INFORMATION AND LINKS TO DTV ANSWERS.ORG AND DTV2009.GOV. WEBSITES AND LINKS INCLUDE INFORMATION ON THE DIGITAL TV TRANSITION, WHY THE SWITCH FROM ANALOG TO DIGITAL, CONVERTER BOXES, BUYING A DIGITAL TV AND SUBSCRIBING TO A PAID TV SERVICE.

**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:

Community Events

Comments:

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:

WJBF CONTINUED TO AIR ITS ABBREVIATED VERSION OF THE 30-MINUTE "COUNTDOWN TO DTV: ARE YOU READY?" PROGRAM. THE FIVE-MINUTE PROGRAM AIRED A TOTAL OF 16 TIMES MONDAY-FRIDAY AT 12:55P.M. JANUARY 1-FEBRUARY 17, 2009.

**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 PRESIDENT AND GENERAL MANAGER
Signature FRANK W. STEWART	Date (mm/dd/yyyy) 04/09/2009

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