

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. -20080709ACS

Licensee
MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC

Call Sign WJBF	Facility Id 27140	Previous Call Sign (if applicable)
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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
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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: 06/30/2008

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	265
Total 5:00 a.m. to 1:00 a.m. CSTs	243

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	52
Total 6:00 a.m. to 9:00 a.m. CSTs	104

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	71
Total 6:00 p.m. to 11:35 p.m. CSTs	179

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(TV) BEGAN BROADCASTING DTV TRANSITIONAL-RELATED PSAS ON 1/2/08, ALTHOUGH THE FCC REQUIREMENTS FOR TRANSITION-RELATED EDUCATIONAL EFFORTS DID NOT BECOME EFFECTIVE UNTIL MARCH 31, 2008.

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

0

Comments:

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:

WJBF AIRED A STORY ON THE EXPIRATION OF THOUSANDS OF GOVERNMENT-ISSUED DIGITAL CONVERTER BOX COUPONS. THE REPORT EXPLAINED THAT DESPITE THE LOW-COST ALTERNATIVE TO UPGRADING TELEVISION SETS, MANY AMERICANS AREN'T USING THE DTV CONVERTER BOX COUPONS THEY REQUESTED IN THE 90-DAY WINDOW BEFORE THEY EXPIRE. ONE LAWMAKER ASKED THAT THOSE EXPIRATION DATES BE EXTENDED.

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 PROVIDED DTV INFORMATION AND LINKS TO DTVANSWERS.ORG AND DTV2009.GOV.

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:

WJBF'S GENERAL MANAGER FRANK W. "BILL" STEWART IS A MEMBER OF THE NAB'S COMMITTEE TO DISSEMINATE DTV INFORMATION TO THE PUBLIC, E.G., CIVIC CLUBS AND ORGANIZATIONS AND SENIOR CITIZENS GROUPS. DURING THE QUARTER DTV INFORMATION WAS PROVIDED BY MR. STEWART AND SEVERAL STAFF MEMBERS TO THE FIRST BAPTIST CHURCH OF AUGUSTA'S SENIORS GROUP, WJBF'S AIKEN COUNTY/BARNWELL COUNTY ADVISORY COUNCIL AND WJBF'S MCDUFFIE/WARREN/WILKES ADVISORY COUNCIL. INFORMATION PROVIDED INCLUDED: HOW TO GET A CONVERTER BOX FOR RECEIVING OVER-THE-AIR DTV AND HOW TO GET DTV ON CABLE. SPEAKING ENGAGEMENTS

WILL CONTINUE NEXT QUARTER.

 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:

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) 07/09/2008

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