

Application Filing Results

## **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**  
**Account number: 860206**

**Description: FOURTH QUARTER 2008 DTV EDUCATION REPOF**  
**Application Reference Number: 20090109AAI**  
**Successfully filed at Jan 9 2009 7:59AM**

**Based on the information supplied, no fee is required.**

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# DTV Quarterly Activity Station Report

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. -

Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC		
Call Sign WNCN	Facility Id 50782	Previous Call Sign
Community of License		
City GOLDSBORO	State NC	County WAYNE
		Zip Code 27532 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLE)	World Wide Web Home Page Address NBC17.COM	Licensee Renewal (mm/dd/yyyy) 12/01/2012

Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	17	
<input checked="" type="checkbox"/> Digital	55	

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)?  
 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

**Simulcasting:**

Are you simulcasting on your Analog channel and your primary Digital stream?  Yes

**Application Purpose:**

DTV Education Report  Amendment

File Number -

If an amendment, include a comment explaining the reason and the portions of the pending application that are being amended.

**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 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 related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the quarter. 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	289
Total 5:00 a.m. to 1:00 a.m. CSTs	458

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 1:00 a.m.?

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Total 6:00 p.m. to 11:35 p.m. PSAs	94
Total 6:00 p.m. to 11:35 p.m. CSTs	174

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the 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:	

### 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:	A 30 MINUTE SHOW WAS AIRED ON APRIL 19, 2008.

### 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 ending February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did you run?

0	Graphic Displays
0	Animated Graphics
114	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	IN ADDITION TO THE STATION GRAPHIC AND AUDIO DISPLAYS RUNNING AT LEAST TWICE A DAY DURING THE 100-DAY PERIOD, WE HAD A COUNTDOWN SNIPE IN THE TODAY SHOW SINCE DECEMBER 1ST.

### 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.	
Comments:	DURING OUR 6 PM NEWSCAST OF DECEMBER 17TH, WNCN PARTICIPATED IN A MARKET WIDE ROYALTY BY SHUTTING OFF OUR ANALOG SIGNAL FOR TWO MINUTES. WE INSTRUCTED VIEWERS WHO COULD NOT SWITCH TO THE SLATE TO TAKE ACTION TO PREPARE FOR THE CONVERSION IN FEBRUARY OF 2009. WE HOSTED A PHONE BANK TO ANSWER VIEWER QUESTIONS ON THE SAME EVENING.
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	

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USING KEY WORD "DTV" USERS CAN WATCH A DTV VIDEO, READ FREQUENTLY ASKED QUESTION QUESTIONS REGARDING THE SWITCH TO DIGITAL TELEVISION IN FEBRUARY OF 2009.

### 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:

WNCN STAFF MEMBERS PRESENTED A DTV TRANSITION PRESENTATION AND DISTRIBUTED COLL MATERIALS AT SPEAKING ENGAGEMENTS IN KNIGHTDAY, DURHAM AND CARY.

Community Events

Comments:

Other (describe)

Comments:

WNCN HOSTED A DTV PHONE BANK DURING THE WEEK OF NOVEMBER 10TH TO ANSWER VIEWER RELATING TO THE DTV TRANSITION.

This comment box may be used to include other comments or information about your station's DTV activity o 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, a faith.

Typed or Printed Name of Person Signing

Typed or Printed Title of Person Signing

DIRECTOR OF FINANCE & ADMINISTRATION

Signature

DOUGLAS R. HAMILTON

Date (mm/dd/yyyy)

01/08/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF AN STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)) AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

### FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our e includes the time to read the instructions, look through existing records, gather and maintain require and actually complete and review the form or response. If you have any comments on this estimate how we can improve the collection and reduce the burden it causes you, please write the I Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Reme you are not required to respond to a collection of information sponsored by the Federal government, a government may not conduct or sponsor this collection, unless it displays a currently valid OMB