

Application Filing Results

Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 860206

Description: SECOND QUARTER 2009 DTV EDUCATION REPORT

Application Reference Number: 20090706ABN

Successfully filed at Jul 6 2009 10:37AM

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DTV Quarterly Activity Station Report

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	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 WNCN	Facility Id 50782		Previous Call Sign (if any)
Community of License			
City	State	County	Zip Code
GOLDSBORO	NC	WAYNE	27532 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLE)	World Wide Web Home Page Address NBC17.COM		Licensee Renewal Expiration (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: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?			<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.5674(b)(5) for details)?			<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, Complete Section E			
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
Application Purpose:			
<input checked="" type="radio"/> DTV Education Report			File Number -
<input type="radio"/> Amendment			
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-second transition-related informational program once, and one Countdown piece per day during the days prior to the conclusion of the transition. Transition boxes MUST be used to describe these compliant activities (See rules for additional details).

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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 657

Total 5:00 a.m. to 1:00 a.m. CSTs 289

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

Total 6:00 a.m. to 9:00 a.m. PSAs 61

Total 6:00 a.m. to 9:00 a.m. CSTs 22

For stations located in the Atlantic, Eastern, or Pacific Time Zone, how many DTV PSAs and CSTs did your station run 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 214

PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs 82

For stations located in the Alaskan, 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

PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

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 run between the hours of 8:00 a.m. and 11:35 p.m., after April 1, 2009 and prior to your station's termination of analog service as required by 47 C.F.R. § 73.674(d)(5) for additional details.

Total number of 30 Minute Informational Programs

2

Comments:

THE STATION AIRED A 30 MINUTE DTV RELATED PROGRAM ON MAY 22ND AT 5:30 PM AND ON MAY 30TH AT 5:30 PM.

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in the DTV transition must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

91 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments:

ON SEVERAL DAYS THE "COUNTDOWN TO DTV" RAN TWICE.

Mandatory Daily Notices - Last Quarter

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and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 11 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/training obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.

Comments:

IN ADDITION TO DTV RELATED STORIES IN OUR NEWSCASTS, THE STATION PARTICIPATED IN THE MAJOR NATIONWIDE TESTS AND NUMEROUS OTHER 5 MINUTE TESTS AT VARIOUS TIMES DURING THE DAY.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

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.

Comments:

USING THE KEY WORD "DTV" USERS COULD WATCH A DTV VIDEO, READ FREQUENTLY ASKED QUESTIONS, AND ASK MAIL QUESTIONS REGARDING THE SWITCH TO DIGITAL TV.

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:

ON MAY 7TH OUR GENERAL MANAGER ANSWERED DTV RELATED QUESTIONS AT THE OPTIMIST CLUB MEETING IN HILL, NC.

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 quarter.

Comments:

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Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on <http://www.dtv.gov>, precent or more of the population in that station's Grade B analog service contour will not receive that station's digital sig C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their fu facility is predicted to experience this 2 percent or greater loss.

A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones. Did your station run these notices, in addition to any other consumer education efforts required by these rules?

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 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)

07/06/2009

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.