

DTV Quarterly Activity Station Report

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 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 WSLS-TV		Facility Id 57840	Previous Call Sign (if applicable)
Community of License			
City	State	County	Zip Code
ROANOKE	VA	ROANOKE CITY	24011 -
Nielsen DMA ROANOKE-LYNCHBURG	World Wide Web Home Page Address WWW.WSLS.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2004
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	10		
<input checked="" type="checkbox"/> Digital	30		
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
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> 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	456
Total 5:00 a.m. to 1:00 a.m. CSTs	320
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	59

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Total 6:00 a.m. to 9:00 a.m. CSTs		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	170	
Total 6:00 p.m. to 11:35 p.m. CSTs	128	
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:		

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	1
Comments: WSLS-TV AIRED (1) 30 MINUTE DTV RELATED INFORMATIONAL PROGRAM ON JANUARY 17, 2009 AT 2:30PM.	

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.	
0	Graphic Displays
0	Animated Graphics
37	Graphic and Audio Displays
0	Longer Form Reminders
Comments: WSLS-TV AIRED COUNTDOWN GRAPHIC/AUDIO DISPLAYS EACH DAY FROM JANUARY 1 TO FEBRUARY 6, 2009.	

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WSLS-TV AIRED A TOTAL OF 26 DTV SPECIFIC NEWS STORIES. THOSE STORIES AIRED IN NEWSCASTS ON THE FOLLOWING DATES: JANUARY 1,6,7,8,9,10,12,13,15,16,21,23,28,30 FEBRUARY 2,4,5,8,11,16,19	

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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:
 IN ADDITION TO AIRING NEWS STORIES IN OUR NEWSCASTS, WSLS-TV POSTED DTV NEWS STORIES TO OUR WEBSITE ON THE FOLLOWING DATES:
 JANUARY 7,8,12,23,28 & 30
 FEBRUARY 2,5,13,17,19
 MARCH 20
 IN ADDITION WE INCLUDE A DTV SECTION ON OUR WEBSITE THAT PROVIDES TIPS AND SUGGESTIONS TO GET CONSUMERS READY FOR THE DTV TRANSITION.

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:

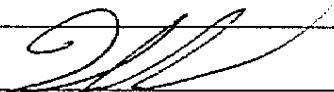
Other (describe)
 Comments:
 WSLS-TV HELD (2) DTV HELPLINE EVENTS ON JANUARY 15TH AND 23RD, 2009. THE HELPLINE WAS OPEN FROM 5:00-6:30PM PROVIDING VIEWERS AN OPPORTUNITY TO CALL IN DURING OUR LIVE NEWSCASTS AND SPEAK TO A PANEL OF ENGINEERS WITH THEIR QUESTIONS REGARDING THE UPCOMING DTV TRANSITION.

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
Signature WARREN D. FIIHR	V. P./GENERAL MANAGER
	Date (mm/dd/yyyy) 04/07/2009

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

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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 on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, 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.