

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 664010**

**Description: SECOND QUARTER 2009 DTV EDUCATION REPORT**  
**Application Reference Number: 20090708AFE**  
**Successfully filed at Jul 8 2009 3:10PM**

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

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Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -

Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC		
Call Sign WLSL-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.WLSL.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2004
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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: 06/30/2009

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, if you have fully complied with the requirements of the selected option?  Yes  No

Comments:

Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?  Yes  No

IF YES, Complete Section E

Simulcasting:

Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?  Yes  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 minute DTV-related informational program once, and one Countdown piece per day during the 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	429
Total 5:00 a.m. to 1:00 a.m. CSTs	216
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	40
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Atlantic, 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	56
Total 6:00 p.m. to 11:35 p.m. CSTs	65
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	
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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1
Comments: WLSL AIRED (1)THIRTY MINUTE DTV EDUCATIONAL SHOW ON MAY 31, 2009 AT 2:30PM.	

**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 Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air 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
299	Graphic and Audio Displays
0	Longer Form Reminders
Comments: WLSL-TV AIRED COUNTDOWN GRAPHIC/AUDIO DISPLAYS AT LEAST ONCE EACH DAY FROM APRIL 1 - JUNE 12, 2009. THERE WERE 63 DAYS WHEN THE COUNTDOWN GRAPHIC/AUDIO DISPLAYS AIRED MORE THAN ONCE.	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., 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 10 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/transition CST 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)?  Yes  No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?  Yes  No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?  Yes  No

Comments:  
 WLSL RAN A TOTAL OF 216 ON-AIR DTV EDUCATIONAL NOTICES DURING THE PERIOD OF APRIL 1-JUNE 12, 2009. OF THESE NOTICES THERE WERE 27 ANTENNA NOTICES AND 27 RESCANNING NOTICES. THE BALANCE OF THE NOTICES WERE SERVICE LOSS RELATED AND INCLUDED A LOCAL DTV HELP PHONE NUMBER AS WELL AS CONTACT PHONE NUMBERS FOR THE FCC.

**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.  Yes  No

Comments:  
 WLSL-TV CONDUCTED AN ON-AIR "SOFT TEST" ON MAY 21 2009 AT 6:25PM FOR A DURATION OF 5 MINUTES. VIEWERS WERE NOTIFIED 6 TIMES PRIOR TO THE TEST TIME; ONCE IN EACH OF OUR MORNING NEWS CUT-INS (7:25AM, 7:55AM, 8:25AM AND 8:55AM) AND ONCE IN OUR NOON AND 6PM NEWSCASTS. THE NOTICE WAS IN THE FORM OF AN ANNOUNCEMENT ADVISING VIEWERS IF THEY LOST VIEWERSHIP OF OUR STATION AT THE TIME OF THE TEST THEY WERE NOT READY FOR THE DTV TRANSITION. WLSL-TV ALSO RAN A CONTINUOUS DTV INFORMATIONAL LOOP ON ITS ANALOG CHANNEL STARTING JUNE 10, 2009 AT 9:00AM THROUGH THE TIME OF THE DTV SWITCH JUNE 12, 2009 AT 6:05:45PM. WLSL AIRED A TOTAL OF 11 DTV SPECIFIC NEWS STORIES. THOSE STORIES AIRED IN NEWSCASTS ON THE FOLLOWING DATES:  
 MAY 18, 19, 21, 22, 24, 26,27  
 JUNE 4, 8, AND 9

**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 STORIES IN OUR NEWSCASTS, WLSL-TV POSTED DTV NEWS STORIES ON OUR WEBSITE ON THE FOLLOWING DATES:  
 MAY 18, 21  
 JUNE 8  
 IN ADDITION WLSL-TV PROVIDES AN DTV SECTION ON ITS WEBSITE THAT INCLUDES INFORMATION RELATING TO BUT NOT LIMITED TO ANTENNAES, LOSS OF SERVICE INFORMATION, INCLUDING A GAIN/LOSS MAP, AND FREQUENTLY ASKED QUESTIONS.

**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.

<input type="checkbox"/> Speaking Engagements	Comments:
<input type="checkbox"/> Community Events	Comments:
<input type="checkbox"/> 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:	

**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>, predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized 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?

Yes  No

Comments:  
 WLSL-TV AIRED A TOTAL OF 106 SERVICE LOSS NOTICES BETWEEN APRIL 1 AND JUNE 12, 2009. OF THESE NOTICES 34 WERE AIRED BETWEEN 8:00 & 11:35PM (AVERAGE OF 3.4 PER WEEK).

**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	V.P./GENERAL MANAGER
WARREN D. FIIHR	Date (mm/dd/yyyy)
	07/08/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF 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 on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, 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](mailto: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.**