

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20081006ABK	
Licensee WAVY BROADCASTING, LLC					
Call Sign WAVY-TV		Facility Id 71127		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
PORTSMOUTH	VA	PORTSMOUTH	23704 -		
Nielsen DMA NORFOLK-PORTSMTH-NEWPT NWS		World Wide Web Home Page Address WWW.WAVY.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	31				
Report reflects information for quarter ending: 09/30/2008					
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	259
Total 5:00 a.m. to 1:00 a.m. CSTs	229
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	21

Total 6:00 a.m. to 9:00 a.m. CSTs		33
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	64	
Total 6:00 p.m. to 11:35 p.m. CSTs	97	
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 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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: 9/8/08 - STORY ON THE DTV TEST THAT TOOK PLACE IN WILMINGTON, NC. :30 5:30PM NEWSCAST 9/9/08 - STORY ON THE DTV TEST THAT TOOK PLACE IN WILMINGTON, NC. :30 5:30AM NEWSCAST	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, did your station provide additional DTV related information or activities on that Website? The	<input checked="" type="radio"/> Yes <input type="radio"/> No

comment box may be used to describe what was posted on the station's Website.	
Comments: WAVY HAS A WEB PAGE DEVOTED TO INFORMATION ON THE DTV TRANSITION, ENTITLED "DTV ON WAVY". THE PAGE HAS A DETAILED FAQ SECTION AND PROVIDES LINKS TO OTHER IMPORTANT WEB SITES THAT PROVIDE INFORMATION ABOUT THE CHANGE AND OFFERS CONVERTER BOX PROGRAM RESOURCES. WE HAD WAVY.COM WEB PUSHES TO OUR DTV WEB PAGE ON ALL THE NEWS STORIES MENTIONED ABOVE.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: OUR SENIOR TRANSMITTER ENGINEER GAVE A 35 MINUTE PRESENTATION ON THE DTV CONVERSION AT THE PARK VIEW CIVIC LEAGUE MEETING IN PORTSMOUTH, VA ON MONDAY, AUGUST 18, 2008. THE AUDIENCE WAS COMPRISED OF 50 MEN AND WOMEN. A QUESTION AND ANSWER SESSION FOLLOWED THE PRESENTATION.	
<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:	

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 ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 10/06/2008

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).

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

Federal Communications Commission

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Account number: 577197

Description: WAVY 3QTR 2008 DTV ACTIVITY REPORT
Application Reference Number: 20081006ABK
Successfully filed at Oct 6 2008 11:01AM

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