

Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 577197

Description: WVBT 4TH QTR 08 DTV ACTIVITY REPORT

Application Reference Number: 20090109AHB

Successfully filed at Jan 9 2009 12:19PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

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. -20090109AHB	
Licensee WAVY BROADCASTING, LLC					
Call Sign WVBT		Facility Id 65387		Previous Call Sign (if applicable)	
Community of License					
City		State	County	Zip Code	
VIRGINIA BEACH		VA	PORTSMOUTH	23704 -	
Nielsen DMA NORFOLK- PORTSMTH-NEWPT NWS		World Wide Web Home Page Address WWW.MYFOXHAMPTONROADS.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	43				
<input checked="" type="checkbox"/> Digital	29				
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)? <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	254
Total 5:00 a.m. to 1:00 a.m. CSTs	232
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	60
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	58
Total 6:00 p.m. to 11:35 p.m. CSTs	75
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: FOR THE QUARTER, WVBT-TV RAN MORE TOTAL PSAS AND CSTS THAN	

REQUIRED. THE STATION ALSO RAN MORE CSTS DURING THE 6:00 P.M. TO 11:35 P.M. TIME PERIOD THAN REQUIRED.

IN ADDITION, A :5 BILLBOARD DIRECTING VIEWERS TO "ACT NOW" AND GIVING OUR DTV HELP LINE NUMBER AND DEDICATED WEB-SITE ADDRESS RUNS IN EVERY 11PM NEWS CAST.

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: ONE 30 MINUTE EDUCATION PROGRAM IS SCHEDULED TO RUN IN JANUARY 2009.	

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>
51	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: WVBT-TV RUNS A :15 DTV COUNTDOWN ANIMATED GRAPHIC IN OUR 10PM NEWS MONDAY THROUGH SUNDAY.	

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	<input checked="" type="radio"/> Yes <input type="radio"/> No

used to describe these initiatives.

Comments:

NEWS STORIES AND PACKAGES AS FOLLOWS:

NOVEMBER 10

10PM - DTV 100 DAYS. :45

NOVEMBER 11

10PM - DTV COUNTDOWN STORY. :30

NOVEMBER 13

10PM- DTV COUNTDOWN. :30

NOVEMBER 15

10PM DTV COUNTDOWN. :30

NOVEMBER 18

10PM - DTV COUNTDOWN.:30

NOVEMBER 20

10PM - DTV COUNTDOWN. :30

NOVEMBER 22

10PM - DTV COUNTDOWN. :30

NOVEMBER 24

10PM - DTV COUNTDOWN. :30

NOVEMBER 25

10PM - DTV COUNTDOWN. :30

NOVEMBER 27

10PM - DTV COUNTDOWN. :30

NOVEMBER 29

10PM - DTV COUNTDOWN. :30

DECEMBER 1

10PM - FCC COMMISSIONER IN RICHMOND TO HOST TOWN HALL MEETINGS
ABOUT DTV. 2:00

DECEMBER 2

10PM - DTV CONVERSION STORY. :30

DECEMBER 4

10PM - DTV CONVERSION STORY. :30

DECEMBER 9

10PM - DTV CONVERSION STORY. :30

DECEMBER 11

10PM - DTV CONVERSION STORY. :30

DECEMBER 16

10PM - DTV STATEWIDE TEST TOMORROW @6.:20

DECEMBER 17

10PM - DTV STATEWIDE TEST RECAP. 1:45

DECEMBER 18

5:30AM - DTV TEST RECAP.1:45

5PM - DTV COUNTDOWN REMINDER.:30

DECEMBER 23

10PM - DTV COUNTDOWN REMINDER :30.

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:

WVBT HAS A WEB PAGE DEVOTED TO INFORMATION ON THE DTV TRANSITION, ENTITLED "HDTV ON FOX 43". 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.

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:

OUR GENERAL MANAGER GAVE A PRESENTATION TO APPROXIMATELY 40 MEMBERS OF THE VIRGINIA BEACH CHAPTER OF THE AARP AT THEIR MEETING ON OCTOBER 28 AT 1PM.

ON DECEMBER 11, 2008, ONE OF OUR SENIOR TRANSMITTER ENGINEERS MADE A PRESENTATION TO A COMBINED MEETING OF THE OAK MANOR CIVIC LEAGUE AND THE CHEAPEAKE CRIM PREVENTION COUNCIL AT 7 PM AT THE HILLARD LIBRARY IN CHESAPEAKE, VA. APPROXIMATELY 30 PEOPLE WERE IN ATTENDANCE.

ON DECEMBER 18, 2008, OUR CHIEF ENGINEER MADE A PRESENTATION TO THE HUNTER'S POINT CIVIC LEAGUE AT 7 PM. APPROXIMATELY 30 PEOPLE WERE IN ATTENDANCE.

ON DECEMBER 19, 2008, ONE OF SENIOR TRANSMITTER ENGINEERS GAVE A PRESENTATION TO THE PORTSMOUTH CHAPTER OF THE DISABLED AMERICAN VETERANS AT 6:30 PM. APPROXIMATELY 70 PEOPLE WERE IN ATTENDANCE AND DETAILED QUESTIONS WERE ASKED.

Community Events

Comments:

ON OCTOBER 21, 2008, OUR GENERAL MANAGER PARTICIPATED IN A DTV FORUM HOSTED BY THE VIRGINIA BEACH MUNICIPAL LEAGUE DURING THEIR ANNUAL CONFERENCE AT THE MARRIOTT IN DOWNTOWN NORFOLK. THE PRESENTATION WAS CENTERED ON HOW LOCAL GOVERNMENTS MAY ASSIST THEIR COMMUNITIES DURING THE TRANSITION.

IN COOPERATION WITH THE ENTERCOM RADIO GROUP, ONE OF OUR SENIOR TRANSMITTER ENGINEERS TAPED DTV TRANSITION PSAS WHICH RAN THE MORNING OF NOVEMBER 8, 2008 ON THE RADIO GROUP'S LOCAL RADIO STATIONS. IN ADDITION, HE TAPED DTV TRANSITION PSAS FOR MAX RADIO GROUP WHICH AIRED ON THEIR LOCAL RADIO STATIONS ON NOVEMBER 1, 2008.

ON NOVEMBER 19 AT 9 AM, OUR GENERAL MANAGER WAS INTERVIEWED ON LOCAL NEWSRADIO WNIS DURING THE 6AM - 10AM TONI MACRINI TALK SHOW REGARDING THE UPCOMING DTV TRANSITION. LISTENERS WERE GIVEN THE OPPORTUNITY TO ASK QUESTIONS.

ON DECEMBER 9, 2008, OUR NEWS DIRECTOR WAS A PARTICIPANT IN A VIRGINIA BEACH TOWN HALL MEETING WHOSE AUDIENCE WAS COMPRISED OF LOCAL REAL ESTATE PROFESSIONALS. THE DTV TRANSITION WAS DISCUSSED AND PAMPHLETS DISTRIBUTED. APPROXIMATELY 100 PEOPLE WERE IN ATTENDANCE. THE LOCATION OF THE TOWN HALL WAS THE VIRGINIA BEACH LIBRARY.

 Other (describe)

Comments:

WVBT-TV HAS ESTABLISHED A DTV HELP LINE NUMBER THAT IS GIVEN IN OUR PSAS, TICKERS, BILLBOARDS, NEWS PIECES AND WRITTEN MATERIAL. THIS HELP LINE PROVIDES INFORMATION ON PURCHASING CONVERTERS BOXES, OBTAINING COUPONS AND OTHER BASIC INFORMATION. AN OPTION IS ALSO PROVIDED FOR THE CALLER TO LEAVE A MESSAGE FOR ONE-ON-ONE ENGINEERING ASSISTANCE. OUR SENIOR TRANSMITTER ENGINEERS MONITOR THIS HELP LINE FOR MESSAGES AND PERSONALLY RETURN THE CALLS.

IN ADDITION, A :5 BILLBOARD DIRECTING VIEWERS TO "ACT NOW" AND GIVING OUR DTV HELP LINE PHONE NUMBER AND DEDICATED WEB-SITE ADDRESS RUNS IN EVERY NEWS CAST EVERY DAY: 5AM, 5:30 AM, 6AM, NOON, 5PM, 5:30PM, 6PM, 11PM MONDAY THROUGH FRIDAY; 6 AM, 7AM, 6PM, 11PM

SATURDAY AND SUNDAY. THESE BILLBOARDS COMMENCED ON DECEMBER 17, 2008 AND ARE SCHEDULED TO RUN INDEFINITELY.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

THE STATION HAS CREATED A BASIC AND INFORMATIVE BROCHURE THAT COVERS THE COUPON PROGRAM AND WHO DOES AND DOES NOT NEED A CONVERTER BOX. IMPORTANT RESOURCES PHONE NUMBERS AND WEB SITES ARE INCLUDED. THIS BROCHURE HAS BEEN DISSEMINATED TO VARIOUS COMMUNITY ORGANIZATIONS THROUGHOUT THE HAMPTON ROADS AREA AND WILL CONTINUE TO BE USED FOR FUTURE PRESENTATIONS AND OPPORTUNITIES.

IN ADDITION, OVER 300 LETTERS AND E-MAILS WERE SENT TO LOCAL CIVIC LEAGUES, ELKS CLUBS, DISABLED AMERICAN VETERAN CHAPTERS, VETERANS OF FOREIGN WARS POSTS, MOOSE LODGES, ROTARY CLUBS AND CHURCHES TO STRESS THE UPCOMING DTV TRANSITION AND OFFER OUR SERVICES TO MAKE PRESENTATIONS TO THEIR MEMBERSHIPS.

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) 01/09/2009

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. 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.