

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090409ABE	
Licensee WVVA TELEVISION, INC.					
Call Sign WVVA		Facility Id 74176		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
BLUEFIELD		WV	MERCER		24701 -
Nielsen DMA BLUEFIELD-BECKLEY-OAK HILL		World Wide Web Home Page Address WWW.WVVA.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	6				
<input checked="" type="checkbox"/> Digital	46				
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	364
Total 5:00 a.m. to 1:00 a.m. CSTs	244

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	55
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	106
Total 6:00 p.m. to 11:35 p.m. CSTs	73

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:
AIRED ADDITIONAL PSA'S ON CW/EVVA. ALSO AIRED ADDITIONAL 10, 15 AND 20 SECOND LENGTH PSA'S ON WVVA. NBC AIRED ADDITIONAL 15 SECOND SPOTS IN NETWORK PROGRAMMING AS WELL.

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	0
Comments:	

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.

51	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

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:
 AIRED DTV-RELATED NEWS STORIES ON WVVA ON JANUARY 12, 22, AND 28. ALSO FEBRUARY 4, 5, 6, 9, 12, 13, 15, 16, 17, 18, 19, 20 AND MARCH 13, 16, 18, 20, 24 AND 25.

WVVA CONDUCTED SOFT TESTS ON JANUARY 12 AND 22 AND ON FEBRUARY 9 DURING NEWSCASTS.

THE STATION WAS AN ENHANCED ANALOG NIGHTLIGHT STATION FROM FEBRUARY 17TH THROUGH THE END OF THE QUARTER. DURING SEVERE WEATHER, WEATHER ALERTS AND SCHOOL CLOSINGS WERE BROADCAST IN ANALOG. DURING THE NIGHTLIGHT PERIOD, WE RAN 6:00PM NEWSCASTS FROM FEBRUARY 17 THROUGH THE END OF THE QUARTER.

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 comment box may be used to describe what was posted on the station's Website.	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:
 LINK TO DTVANSWERS.COM

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:
 GENERAL MANAGER, FRANK BRADY, SPOKE AT THE FOLLOWING LOCATIONS:

1/7: FIRST ASSEMBLY OF GOD CHURCH/PRINCETON
 1/23: CASE WV/HINTON
 1/29: WHITE SULPHUR SPRINGS ROTARY
 2/24: RSVP/PRINCETON

Community Events

Comments:

Other (describe)

Comments:
 WE SET UP WALK-IN CENTERS TO HELP EDUCATE THE PUBLIC ON HOW TO CONNECT THE CONVERTER BOXES IN THEIR HOMES.

WE ALSO SET UP A TWO-DAY PHONE BANK TO TAKE CALLS AFTER THE SHUT OFF TO HELP VIEWERS CONNECT THEIR CONVERTER BOXES AND TROUBLESHOOT ANY PROBLEMS.

WE COLLECTED AND DISTRIBUTED CONVERTER BOX COUPONS THROUGH A VIEWER LIST THAT WE COMPILED.

WE HELPED WALK-IN VIEWERS WITH ANY OF THEIR QUESTIONS ABOUT THE TRANSITION AND WE PROVIDED AN ANTENNA AVAILABLE FOR LOAN TO VIEWERS TO USE TO TEST THEIR SIGNAL.

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

Comments:
 IN ACCORDANCE WITH FCC REQUIREMENTS, WVVA BROADCAST THE REQUIRED NUMBER OF CRAWLS AND OTHER ANNOUNCEMENTS PRIOR TO ANALOG TERMINATION ON FEBRUARY 17, 2009.

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 TRAFFIC SUPERVISOR
Signature AUDREY SLUSS	Date (mm/dd/yyyy) 04/09/2009

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).

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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.

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