

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		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 WMBB		Facility Id 66398		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
PANAMA CITY		FL	BAY		32401 -
Nielsen DMA PANAMA CITY		World Wide Web Home Page Address WWW.WMBB.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> checkbox checked	13				
Analog					
<input checked="" type="checkbox"/> checkbox checked	19				
Digital					
Report reflects information for quarter ending: 06/30/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?					
<input checked="" type="checkbox"/> radio button not selected		Option One (A and D)		<input checked="" type="checkbox"/> radio button selected	
				Option Two (B and D)	
<input checked="" type="checkbox"/> radio button not selected		Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="checkbox"/> radio button selected	
				Yes	
				<input checked="" type="checkbox"/> radio button not selected	
				No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="checkbox"/> radio button selected	
				Yes	
				<input checked="" type="checkbox"/> radio button not selected	
				No	
Application Purpose:					
<input checked="" type="checkbox"/> radio button selected		DTV Education Report			
<input checked="" type="checkbox"/> radio button not selected		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	260
Total 5:00 a.m. to 1:00 a.m. CSTs	211
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	27
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	81
Total 5:00 p.m. to 10:35 p.m. CSTs	79
Comments: WMBB AIRED A TOTAL OF 260 DTV PSA'S. 209 WERE NAB-PRODUCED DTV SPOTS, 26 WERE PROVIDED BY ABC NETWORK PROGRAMMING AND 24 WERE AIRED BY REGIS AND KELLY OVER THE COURSE OF THE 2ND QUARTER. WMBB AIRED 27 DTV PSA'S BETWEEN BETWEEN 6AM AND 9AM, 7 WERE PROVIDED BY ABC DURING GOOD MORNING AMERICA AND 20 WERE PROVIDED BY WMBB. FOR PSA'S AIRING BETWEEN THE HOURS OF 5PM -1035PM CST WMBB AIRED 81 PSA'S 68 BY WMBB AND 13 BY ABC NETWORK PROGRAMMING. FOR CST'S AIRING BETWEEN THE HOURS OF 5PM -1035PM CST WMBB AIRED 79 CRAWLS/SNIPES, 79 BY WMBB AND AN ADDITIONAL 87 (:07 SNIPES) WERE ALSO AIRED BY ABC DURING NETWORK PROGRAMMING.	

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.
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Total number of 30 Minute Informational Programs	0
Comments: WMBB DID NOT AIR A 30 MINUTE PROGRAM DURING THE 2ND QUARTER BUT IS PREPARING FOR THE FIRST OF TWO DTV 30 MINUTE PROGRAMS THAT WILL AIR ON AUGUST 21ST AND ANOTHER 30 MINUTE DTV PROGRAM THAT WILL AIR IN THE LAST QUARTER OF 2008.	

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"/> radio button selected Yes <input checked="" type="radio"/> radio button not selected No
Comments: WMBB AIRED 15 NEWS STORIES, PACKAGES, VO'S AND SOT'S ON DTV DURING THE SECOND QUARTER. THESE STORIES WERE ON DTV COUPONS, DTV RETALER MISINFORMATION, AND ANSWERING VIEWERS DTV QUESTIONS WITH OUR VOICE OF THE VIEWER SEGMENT. OUR ANCHOR AMY HOYT IS A DTV SPOKESPERSON.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> radio button selected Yes <input checked="" type="radio"/> radio button not selected 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"/> radio button selected Yes <input checked="" type="radio"/> radio button not selected No
Comments: WMBB HAS A RUNNING COUNTDOWN TO THE DTV DEADLINE ON THE MAIN PAGE OF OUR WEBSITE. THE COUNTDOWN LINKS 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.	
<input checked="" type="checkbox"/> checkbox not checked	Speaking Engagements

Comments:

checkbox checked Community Events

Comments:
 WMBB HAD SEVERAL COMMUNITY EVENTS INCLUDING A SAFETY FAIR. DTV PAMPLETS AND INFORMATION WAS DISPERSED AND AVAILABLE TO THE PUBLIC.

checkbox checked Other (describe)

Comments:
 WMBB HAS PRODUCED A DTV VIDEO TO EDUCATE THE VIEWING PUBLIC ABOUT THE DTV TRANSITION, WE BRING DTV INFORMATIONAL ITEMS TO PUBLIC EVENTS AND SHOW A DEMONSTRATION OF THE DTV CONVERTER BOX AT SOME EVENTS.

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	Date (mm/dd/yyyy)
BILL BYRD	07/09/2008

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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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.

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