

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>			FOR COMMISSION USE ONLY FILE NO. -	
Licensee HOAK MEDIA OF PANAMA CITY LICENSE, 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: 12/31/2008				
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
<b>Simulcasting:</b>				
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
<b>Application Purpose:</b>				
<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	386
Total 5:00 a.m. to 1:00 a.m. CSTs	290
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	52
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	99
Total 5:00 p.m. to 10:35 p.m. CSTs	105
Comments:	
WMBB AIRED A TOTAL OF 386 DTV PSA'S. 347 WERE NAB-PRODUCED DTV SPOTS, AND 39 WERE PROVIDED BY ABC NETWORK PROGRAMMING OVER THE COURSE OF THE FOURTH QUARTER.	
WMBB AIRED 52 DTV PSA'S BETWEEN THE HOURS OF 6AM AND 9AM. 6 WERE PROVIDED BY ABC DURING GOOD MORNING AMERICA AND 46 WERE PROVIDED BY WMBB.	
FOR PSA'S AIRING BETWEEN THE HOURS OF 5PM - 1035PM CST WMBB AIRED 99 PSA'S, 86 BY WMBB AND 13 BY ABC NETWORK PROGRAMMING.	
FOR CST'S AIRING BETWEEN THE HOURS OF 5PM-1035PM WMBB AIRED 290 CRAWLS/SNIPES, 211 CRAWLS WERE AIRED BY WMBB AND 79 SNIPES BY ABC 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.	
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>
52	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:  
 WMBB STARTED THE 100 DAY DTV COUNTDOWN ON NOVEMBER 10TH WITH 2 GRAPHIC DISPLAYS AIRING DAILY DURING OUR 5PM AND 10PM NEWSCASTS.  
  
 EACH DISPLAY STATED THE REMAINING DAYS UNTIL THE DTV CONVERSION THROUGH GRAPHICS AND VOICEOVER.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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 4 NEWS STORIES ON THE DTV TRANSITION. ONE STORY WAS NEWS 13 ANSWERING A VIEWER'S DTV-RELATED QUESTION IN OUR VOICE OF THE VIEWER SEGMENT. OTHER STORIES COVERED DTV COUPONS AND HOW NEWS 13 IS PREPARING FOR THE DTV CONVERSION.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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.COM HAS A RUNNING COUNTDOWN TO THE DTV DEADLINE ON THE MAIN PAGE OF OUR WEBSITE WHICH LINKS TO DTVANSWERS.COM.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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:	

<input checked="" type="checkbox"/> checkbox checked	Community Events
Comments: WMBB HAD SEVERAL COMMUNITY EVENTS WHERE DTV PAMPLETS AND INFORMATION WERE HANDED OUT.  WMBB SHOWED OUR DTV VIDEO AND GAVE DTV BROCHURES AT OUR ANNUAL GATHERING OF WEATHER WATCHERS SO THEY COULD LEARN THE FACTS OF DTV AND INFORM THEIR LOCAL COMMUNITIES ABOUT THE UPCOMING CONVERSION.	
<input checked="" type="checkbox"/> checkbox checked	Other (describe)
Comments: FOR THIS YEAR'S PANAMA CITY CHRISTMAS PARADE WMBB THEMED IT'S FLOAT "ALL I WANT FOR CHRISTMAS IS DTV." OUR FLOAT, SEEN BY THOUSANDS, SHOWED DTV CONVERSION POSTERS ON ITS SIDE AND AT IT'S CENTER WAS A GIANT BIGSCREEN TV WHICH SHOWED DTV COMMERCIAL SEGMENTS AND A COUNTDOWN CLOCK ALERTING THE PUBLIC TO THE UPCOMING CONVERSION.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments:	

<b>Station Certification</b>	
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 GENERAL MANAGER
Signature TERRY COLE	Date (mm/dd/yyyy) 01/08/2009

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).

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