

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing  
Account number: 577197**

**Description: WAVY 2QTR09 DTV ACTIVITY REPORT  
Application Reference Number: 20090708AEZ  
Successfully filed at Jul 8 2009 3:00PM**

**Based on the information supplied, no fee is required.**

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>			FOR COMMISSION USE ONLY FILE NO. -20090708AEZ
Licensee WAVY BROADCASTING, LLC			
Call Sign WAVY-TV	Facility Id 71127	Previous Call Sign (if applicable)	
Community of License			
City PORTSMOUTH	State VA	County PORTSMOUTH	Zip Code 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: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b) (5) for details)?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If <b>YES</b> , Complete Section E			
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If <b>YES</b> , complete only one of the form for both. If <b>NO</b> , complete a form for your Analog Channel and a second for your primary Digital stream.			
<b>Application Purpose:</b>			
<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 Countdown piece per day during the 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	286
Total 5:00 a.m. to 1:00 a.m. CSTs	443
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	10
For stations located in the Atlantic, 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	84
Total 6:00 p.m. to 11:35 p.m. CSTs	208
For stations located in the Alaskan, 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, WAVY-TV RAN MORE TOTAL PSAS AND CSTS THAN REQUIRED. THE STATION ALSO RAN MORE PSAS AND 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 NEWS CAST. (390 BILLBOARDS HAVE RUN 2ND QUARTER 2009.)	

### 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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1

## Comments:

WAVY RAN A 30-MINUTE DTV FOCUSED PROGRAMS ON MAY 30, 2009 AT 2:00PM. THIS PROGRAM INCLUDED INFORMATION ON WAVY'S TRANSITION DATE AND TIME (JUNE 12 AT 9AM) AND THE DATES AND TIMES OF THE OTHER STATIONS IN OUR MARKET.

**Countdown Eligible Pieces - Last Quarter**

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
106	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
1	<i>Longer Form Reminders</i>

Comments:

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.

 Yes  No

## Comments:

## NEWS STORIES AND PACKAGES AS FOLLOWS:

5/18 5PM DTV DEADLINE 0:25  
5/19 5:30PM DTV CONVERSION 0:15  
5/19 5:30PM DTV CONVERSION 0:30  
5/19 11PM DTV TEST 0:10  
5/19 11PM DTV TEST 0:35  
5/20 5AM DTV DEADLINE 0:20  
5/20 6PM DTV TEST BOARD 0:05  
5/20 6PM DTV SHUT OFF TEST 0:20  
5/21 6AM DTV TEST 0:30  
5/21 6AM DTV TEST 0:17  
5/21 5AM DTV SHUT OFF TEST 0:30  
5/21 12PM T/DTV TEST 0:25  
5/21 12PM T/DTV TEST 0:10  
5/21 12PM PRE-C: DTV TEST 0:13  
5/21 12PM DTV TEST 0:36  
5/21 12PM DTV TEST OVER 0:37  
5/21 6PM DTV REMINDER 0:25  
5/21 6PM DTV TEST 0:30  
5/21 5:30PM DTV TEST REMINDER 0:25  
5/21 6PM DTV TEST NUMBER 0:10  
5/22 5AM DTV DEADLINE 0:20  
5/22 5PM DTV DEADLINE 0:20  
5/22 11PM DTV COUNTDOWN 0:20  
5/23 6AM DTV COUNTDOWN 0:20  
5/24 6PM DTV STORY 0:20  
5/25 5PM DTV DEADLINE 0:20  
5/26 12PM DTV DEADLINE 0:20  
5/26 12PM DTV DEADLINE 0:20  
5/26 5:30PM DTV CONVERSION 0:20  
5/27 6PM DTV REMINDER 0:25  
5/28 11PM DTV TWO WEEKS AWAY 0:20  
5/28 11PM DTV TWO WEEKS AWAY 0:25  
5/28 6PM DTV 0:25  
5/29 11PM DTV TWO WEEKS AWAY 0:20  
5/31 11PM DTV TWO WEEKS AWAY 0:25  
5/31 6AM DTV TRANSITION 0:20  
5/31 6AM DTV TRANSITION 0:20  
6/4 12PM PKG LATEST ON DTV COUNTDOWN 1:30  
6/4 6PM DTV REMINDER :30  
6/5 5AM DTV REMINDER :30  
6/5 5PM FCC COMMISSIONER ON DTV :45  
6/5 6PM DTV TRANSITION :30  
6/5 11PM DTV REMINDER LOCAL PKG 1:30  
6/6 6AM DTV REMINDER :30  
6/7 6AM DTV TRANSITION NETWORK PKG 1:30  
6/7 6PM DTV REMINDER :30  
6/8 5AM DTV REMINDER :30  
6/8 12PM DTV REMINDER :30  
6/8 5PM FCC COMMISSIONER ON DTV :45  
6/8 5:30PM DTV REMINDER :30  
6/8 6PM DTV REMINDER :30  
6/8 11PM DTV REMINDER LIVE PKG 1:30  
6/9 5AM DTV REMINDER PKG 1:30

6/9 6AM DTV REMINDER PKG 1:30  
 6/9 12PM DTV REMINDER :30  
 6/9 5PM DTV 101 PKG :45  
 6/9 5:30PM DTV 101 PKG :45  
 6/9 6PM DTV 101 PKG :45  
 6/9 11PM DTV REMINDER :30  
 6/10 5AM DTV REMINDER :30  
 6/10 6AM DTV REMINDER :30  
 6/10 12PM LIVE INTERVIEW W/FCC RE DTV 2:30  
 6/10 5PM PKG WITH FCC RE DTV :45  
 6/10 5:30PM PKG WITH FCC RE DTV :45  
 6/10 6PM DTV REMINDER :30  
 6/10 11PM DTV REMINDER TV RECYCLING :45  
 6/11 5AM DTV REMINDER TV RECYCLING :45  
 6/11 6AM DTV REMINDER TV RECYCLING :45  
 6/11 12PM DTV REMINDER FINAL 24 HOURS 1:30  
 6/11 5PM DTV READINESS 1:30  
 6/11 5:30PM DTV CONVERTER BOX HELP 1:30  
 6/11 6PM DTV PKG 1 DAY TO GO 1:30  
 6/11 11PM DTV PKG 1 DAY TO GO :45  
 6/12 5AM DTV LIVE PKG DAY-OF 1:45  
 6/12 6AM DTV LIVE PKG DAY-OF 1:45  
 6/12 9AM WAVY/WVBT SWITCH  
 6/12 12PM PKG HOW DTV SWITCH WENT 1:45  
 6/12 5PM PKG ON LOCAL DTV SWITCH 1:30  
 6/12 5:30PM PKG ON NATIONAL SWITCH 1:40  
 6/12 6PM PKG ON LOCAL DTV SWITCH 1:30  
 6/12 11PM PKG ON LOCAL DTV SWITCH 1:00  
 6/13 6AM PKG ON WAVY DTV SWITCH 1:30  
 6/13 11PM PKG CONFUSION CALLS-NAT. :45

**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?  Yes  No  
 The comment box may be used to describe what was posted on the station's Website.

Comments:  
 WAVY HAS A WEB PAGE ON ITS MAIN WEB SITE (WAVY.COM) 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 RESOURCE  
 ON ALL THE NEWS STORIES MENTIONED ABOVE, A PUSH WAS GIVEN TO GO TO OUR DTV WEB PAGE AT WAVY.COM FOR MORE DTV INFORMATION.  
 IN ADDITION, WE HAVE ESTABLISHED A WEB SITE DEDICATED TO THE DTV TRANSITION (WWW.WAVYDTV.COM) WHICH PROVIDES IN-DEPTH INFORMATION AND LINKS.

**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:

Community Events

## Comments:

WAVY-TV HAD A BOOTH PRESENCE DURING AIRPOWER OVER HAMPTON ROADS AT LANGLEY AIR FIELD, HELD APRIL 24-26, 2009. DTV BROCHURES AND EDUCATIONAL INFORMATION WERE DISSEMINATED.

 Other (describe)

## Comments:

WAVY-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.

WAVY-TV HAS AN ARRANGEMENT WITH TWO MEMBERS OF THE RADIO AMATEUR SOCIETY OF NORFOLK TO ACT AS VOLUNTEERS TO HELP AREA CITIZENS INSTALL CONVERTER BOXES AND ANTENNAS. AS OUR ENGINEERS TAKE CALLS, IF THEY FIND THAT THEY CAN NOT WALK THE VIEWER THROUGH THEIR DTV HOOK-UP ISSUES, THESE VOLUNTEERS WILL SERVE AS AN ADJUNT TO GO TO THE VIEWER'S HOME AND GIVE THEM ONE-ON-ONE ASSISTANCE. THIS PARTNERSHIP IS ON-GOING UNTIL AT LEAST JUNE 12, 2009.

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. (390 RAN)

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

## Comments:

ON MAY 21, 2009, WVBT-TV PARTICIPATED IN THE NATIONWIDE 5 MINUTE SHUT-OFF TESTS. WE DID SOFT SHUT-OFFS AT 7:25 - 7:30AM, 12:25 - 12:30PM, AND 6:25 - 6:30PM AS THE TESTS WERE HAPPENING, WE RAN A LOOPED VIDEO WITH SIMULATED COLOR BARS IN THE BACKGROUND AND SCROLLING INFORMATION THAT DIRECTING AFFECTED VIEWERS TO CONTACT 1-888-CALL-FCC OR WWW.DTV.GOV FOR FURTHER ASSISTANCE. SEVEN ENGINEERS PLUS 3 OTHER EMPLOYEES WERE ON HAND TO ANSWER ANY VIEWER PHONE CALLS DURING EACH SHUT-OFF TEST, BUT NO VIEWER CALLS WERE RECEIVED. THE TESTS WERE PROMOTED ON AIR STARTING MAY 20, 2009 AT 5:30 AM AND THROUGHOUT THE DAY UNTIL THE FINAL DTV SOFT TEST AT 6:25 PM. SPOT THAT STATIONS CAN RUN DURING THE TEST PERIOD. THE NEWS FEATURED A :30 FEATURE ON THE SHUT-OFF AT 10PM ON THE 20TH AND TWO PACKAGES IN THE 7AM NEWS SHOW ON THE 21ST.

ON JUNE 12, 2009, WAVY-TV SHUT OFF ITS ANALOG SIGNAL AND CONTINUED TO BROADCAST SOLELY IN DIGITAL. ON FRIDAY, JUNE 12TH, THE DTV PHONE BANKS WERE OPEN FROM 8:30 A.M. TO 11:30 P.M. THE FOLLOWING ARE THE NUMBER PEOPLE AND DEPARTMENTS THAT MANNED THE PHONES: (7) PEOPLE FROM ENGINEERING, SALES, NEWS, PRODUCTION AND NEW MEDIA MANNED THE PHONES FRIDAY FROM 8:30 A.M. TO 4:00 P.M.; (3) PEOPLE FROM ENGINEERING ONLY MANNED THE PHONES THE REST OF THE EVENING FROM 4:00 P.M. TO 11:30 P.M. ON SATURDAY, JUNE 13TH, THE DTV PHONE BANKS WERE OPEN FROM 10 A.M. TO 1 P.M. THEY WERE MANNED BY (5) PEOPLE FROM ENGINEERING AND NEWS. TWENTY-NINE CALLS WERE RECEIVED DURING THIS TIME WITH THE FOLLOWING: ANTENNA PROBLEMS; LOOKING FOR CONVERTER BOX RETAILERS; RE-SCANNING CONVERTER BOX TO CAPTURE CHANNELS; NO SIGNAL; CABLE QUESTIONS; POOR RECEPTION; AND A COMPLAINT WITH THE PICTURE SIZE.

OUR SENIOR TRANSMITTER ENGINEERS CONTINUE TO ANSWER CALLS COMING INTO THE STATION AND MONITOR CALLS TO OUR DTV HELP LINE FOR MESSAGES; THEY CONTINUE TO PERSONALLY RETURN THE CALLS.

**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) 07/08/2009

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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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.**