

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. -	
Licensee MIAMI VALLEY BROADCASTING CORPORATION					
Call Sign WHIO-TV		Facility Id 41458		Previous Call Sign (if applicable)	
Community of License					
City DAYTON		State OH	County MONTGOMERY		Zip Code 45420 - 1543
Nielsen DMA DAYTON		World Wide Web Home Page Address WWW.WHIOTV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	7				
<input checked="" type="checkbox"/> Digital	41				
Report reflects information for quarter ending: 09/30/2008					
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	243
Total 5:00 a.m. to 1:00 a.m. CSTs	212
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	65
Total 6:00 a.m. to 9:00 a.m. CSTs	41
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	56

Total 6:00 p.m. to 11:35 p.m. CSTs	95
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:	

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	2
Comments: WHIO-TV PRODUCED A LOCAL DTV UPDATE SPECIAL AS A PART OF COMMUNITY AFFAIRS PROGRAM, "WHIO REPORTS." THIS SPECIAL AIRED ON AUGUST 3, 2008 AT 11:00 A.M. WHIO-TV ALSO AIRED THE NATIONAL ASSOCIATION OF BROADCASTERS (NAB) DTV SPECIAL ON AUGUST 24, 2008 AT 11:30 A.M.	

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	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: IN ADDITION TO SPOTS ON THE ANALOG STATION, WHIO AIRED 324, :30 SECOND AND 15, :15 SECOND SPOTS ON MULTI-CAST CHANNEL 7 WEATHER NOW.	
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: WHIO-TV'S WEBSITE INCLUDES INFORMATION ON THE FOLLOWING: BASICS ON DTV, DTV FAQ'S, DTV COUPON PROGRAM, DTV SHOPPERS GUIDE, LINKS TO DTV.GOV WEBSITE AND THE ABILITY TO SUBMIT SPECIFIC QUESTIONS TO WHIO-TV'S CHIEF ENGINEER. IN CONJUNCTION WITH THE 30 MINUTE SPECIAL ON AUGUST 3, 2008 AT 11 A.M., A STORY FOR THIS PROGRAM WAS CREATED AND WAS POSTED ONLINE A WEEK BEFORE THE SHOW AIRED AND WILL REMAIN ON THE SITE, GIVING	

VIEWERS INFORMATION ON THE TRANSITION, CONTACT INFORMATION AND LINKS TO DTV.GOV WEBSITE AS WELL AS THE TELEPHONE NUMBER AND THE LINK TO THE CONVERTER BOX COUPON PROGRAM PAGE. IT ALSO GIVES EMAIL LINKS FOR THE TECHNICAL MANAGER AT WHIO-TV WHO APPEARED ON THE PROGRAM TO UPDATE VIEWERS.

A STORY WAS CREATED ON THE "NEWS" PAGE ON WHIO-TV'S WEBSITE WHICH GAVE INFORMATION ON HOW TELECASTING TWO EVENTS AT ONE TIME GAVE VIEWERS A CHOICE AND HOW DTV CAN WORK FOR THEM. IT ALSO GAVE LINKS TO THE PAGE ON INFORMATION YOU NEED TO KNOW ABOUT DTV.

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:

Other (describe)
Comments:
WHIO-TV'S CHIEF ENGINEER AND TECHNICAL MANAGER HAS RESPONDED TO ALL INDIVIDUAL QUESTIONS GENERATED VIA THE WEBSITE POSTING, IN ADDITION TO ANSWERING VIEWER CALLS AND E-MAILS SENT VIA 7-ONLINE.

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

Comments:
IN ADDITION TO THE PSA'S AND CST'S DESCRIBED ABOVE, WHIO-TV BROADCAST CBS PROGRAMMING THAT INCLUDED AT LEAST 83 PSA'S OR CST'S. WHIO-TV BELIEVES IT RAN MANY MORE CBS PSA'S AND CST'S BUT IS ONLY INCLUDING A CBS SCHEDULED PSA OR CST IF WHIO-TV'S MASTER CONTROL OPERATOR WATCHED THE PROGRAMMING AND CONTEMPORANEOUSLY LOGGED THE PSA OR CST IN WHIO-TV'S OFFICIAL TRAFFIC LOG.

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 DIRECTOR OF PROGRAMMING/RESEARCH/PUBLIC SERVICE
Signature FANTINE M. KERCKAERT	Date (mm/dd/yyyy) 10/07/2008

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

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