

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 WBNG LICENSE, INC.					
Call Sign WBNG-TV		Facility Id 23337		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
BINGHAMTON		NY	BROOME		13790 -
Nielsen DMA BINGHAMTON		World Wide Web Home Page Address WWW.WBNG.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	12				
<input checked="" type="checkbox"/> Digital	7				
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 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	373
Total 5:00 a.m. to 1:00 a.m. CSTs	356
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	53
Total 6:00 a.m. to 9:00 a.m. CSTs	64
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	148
Total 6:00 p.m. to 11:35 p.m. CSTs	116
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:	
IN ADDITION TO THE ABOVE, CBS PROVIDED AND WE AIRED 10-SECOND DTV "EYELINERS" AS FOLLOWS: 61 IN DAYTIME (1:30-4PM) AND 30 IN PRIME (8-11PM)	

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:

10/25/08 12:30PM DTV: ARE YOU READY?

12/29/08 8:30PM DTV TOWN HALL MEETING (STATION-PRODUCED 1/2 HOUR SHOW NARRATED/ HOSTED BY NEWS DIRECTOR/ANCHOR GREG CATLIN

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?

	<i>Graphic Displays</i>
	<i>Animated Graphics</i>
349	<i>Graphic and Audio Displays</i>
	<i>Longer Form Reminders</i>

Comments:

IN ADDITION TO THE ABOVE, WBNG-TV HAS BEEN RECORDING PEOPLE IN THE COMMUNITY AS THEY READ A SCRIPT INDICATING HOW MANY DAYS UNTIL DTV CONVERSION. LISTED BELOW ARE THE DATES AND NEWSCASTS THEY HAVE AIRED IN:

12/10/08- 5PM, 5:30PM, 6PM, 11PM

12/11/08- 5PM, 5:30PM, 6PM, 11PM

12/12/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/13/08- 6PM, 11PM

12/14/08- 11PM

12/15/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/16/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/17/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/18/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/19/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/20/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/21/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/22/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/23/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/24/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/25/08- 11PM

12/26/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM

12/27/08- 6PM, 11PM

12/28/08- 11PM

12/29/08- 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM
 12/31/08- 6PM

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.

Yes No

Comments:

ON 12/17/08, 5-8:30PM, WBNG-TV CONDUCTED A PHONE BANK ALLOWING PEOPLE TO CALL IN TO ASK QUESTIONS ABOUT DTV CONVERSION. WE PROMOTED IT AND SHOWED LIVE CLIPS ON OUR EVENING NEWSCASTS.

THE FOLLOWING WERE ADDITIONAL NEWS STORIES AIRED ON WBNG-TV:

10/17/08, 5:30PM & 6PM- DTV CONVERTER BOX HOOK-UP QUESTIONS WITH LOCAL BUSINESS "SCOTT'S TV REPAIR"

11/10/08, 5:30PM- 100 DAYS UNTIL DTV REMINDER

11/17/08, 5:30PM, 6PM, 11PM- CHOOSING THE RIGHT TV FOR DTV

11/20/08, 6PM- SENATOR SCHUMER TALKING ABOUT ASKING FOR EXTENSION ON OFFERING DTV COUPONS

12/21/08, 12/22/08, 12/23/08, 12/24/08, 12/25/08, 12/26/08, 12/27/08, 12/29/08, 12/30/08, 12/31/08, 5:30AM, 6:30AM, 5PM, 5:30PM, 6PM, 11PM- ADVERTISED THE DTV VOICEMAIL AND EMAIL ADDRESS WBNG SET UP TO HELP ANSWER VIEWER QUESTIONS

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? The comment box may be used to describe what was posted on the station's Website.

Yes No

Comments:

A WEBPAGE ON OUR WEBSITE PROVIDES GENERAL DTV INFORMATION AND ANSWERS TO SOME FREQUENTLY ASKED QUESTIONS, AS WELL AS A LIST OF DTV BENEFITS.

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:

AS MENTIONED ABOVE, WBNG-TV PRODUCED A 30-MINUTE SHOW CALLED "DTV TOWN HALL MEETING" HOSTED BY NEWS DIRECTOR GREG CATLIN. IN IT GREG TALKS TO A LOCAL STORE THAT SELLS TELEVISIONS AND CONVERTER BOXES. VARIOUS MODELS ARE SHOWN AND VIEWERS ARE SHOWN HOW TO HOOK IT UP. CONGRESSMAN ARCURI ALSO SPEAKS ABOUT DTV AND THE BENEFITS. VIEWERS ALSO LEARNED ABOUT WWW.ANTENNAWEB.ORG WHICH HELPS DETERMINE WHICH ANTENNA MAY WORK BEST FOR THEIR LOCATION. THE SHOW AIRED ON 12/29/08 AT 8:30PM.

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
VP/STATION MANAGER

Signature

BOB KRUMMENACKER

Date (mm/dd/yyyy)

01/07/2009

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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.**