

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 542009

Description: WAGT DTV EDUCATION ACTIVITY REPORT 1ST QUARTER 2009
Application Reference Number: 20090407AFY
Successfully filed at Apr 7 2009 3:30PM

Based on the information supplied, no fee is required.

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090407AFY	
Licensee WAGT TELEVISION, INC					
Call Sign WAGT		Facility Id 70699		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AUGUSTA		GA	RICHMOND		30901 -
Nielsen DMA AUGUSTA		World Wide Web Home Page Address WWW.NBCAUGUSTA.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	26				
<input checked="" type="checkbox"/> Digital	30				
Report reflects information for quarter ending: 03/31/2009					
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, 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	468
Total 5:00 a.m. to 1:00 a.m. CSTs	537

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	91
Total 6:00 a.m. to 9:00 a.m. CSTs	42

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	144
Total 6:00 p.m. to 11:35 p.m. CSTs	168

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 June 12, 2009.

Total number of 30 Minute Informational Programs	0
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Comments:
THIS REQUIREMENT WAS FULFILLED FIRST QUARTER 2008.

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

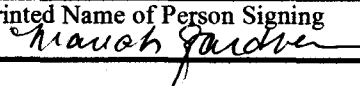
0	<i>Graphic Displays</i>
192	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:
ANIMATED COUNTDOWN BUG GRAPHIC AIRED THROUGH 2/17/09.

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: DTV TEST SPOT RAN ON OUR ANALOG CHANNEL AT 7-7:05 P.M. AND 8-8:05 P.M. ON JANUARY 7, 2009. VIEWERS WATCHING ON OUR ANALOG SIGNAL RECEIVED A MESSAGE THAT THEY NEEDED TO TAKE ACTION TO RECEIVE DTV. REPORTS AND REMINDERS AIRED IN OUR NEWSCASTS ON THE FOLLOWING DATES: FEBRUARY 7, 9, 11, 12, 13, 16, 17, 18, 2009. ADDITIONAL REPORTS ABOUT DTV COUPONS AIRED MARCH 20 AND 25, 2009.	
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: LARGE FRONT PAGE WEB BANNER DISPLAYED THROUGHOUT THE 1ST QUARTER 2009, REFERRING VIEWERS TO THE FCC'S DTV HOTLINE. DTV RESOURCES ARE ALSO AVAILABLE ON OUR WEBSITE, WWW.NBCAUGUSTA.COM, UNDER "GET READY FOR 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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: OUR FRONT WINDOW DISPLAY HAD AN ANALOG TV RECEIVING A DIGITAL SIGNAL WITH A DTV CONVERTER BOX. WE ALSO HAD A COUNTDOWN CLOCK DISPLAYED ALONGSIDE IT. THIS DISPLAY WAS UP THROUGH FEBRUARY 17, 2009. WE ALSO HAD A DTV QUESTIONS VOICEMAIL BOX THAT OUR CHIEF ENGINEER CHECKED REGULARLY AND PERSONALLY RETURNED THE VIEWERS' CALLS TO ANSWER THEIR QUESTIONS.	
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 PROMOTIONS MANAGER

Signature

MARIAH GARDNER

Date (mm/dd/yyyy)

04/07/2009

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).

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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.