

Federal Communications Commission

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Account number: 762354

Description: WBBJ-TV DTV QUARTERLY REPORT

Application Reference Number: 20080710AKN

Successfully filed at Jul 10 2008 2:54PM

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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. -20080710AKN	
Licensee TENNESSEE BROADCASTING PARTNERS					
Call Sign WBBJ-TV		Facility Id 65204		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
JACKSON		TN	MADISON		38301 -
Nielsen DMA JACKSON TN		World Wide Web Home Page Address WWW.WBBJTV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	7				
<input checked="" type="checkbox"/> Digital	43				
Report reflects information for quarter ending: 06/30/2008					
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	743
Total 5:00 a.m. to 1:00 a.m. CSTs	207
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	73
Total 6:00 a.m. to 9:00 a.m. CSTs	34
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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
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	186
Total 5:00 p.m. to 10:35 p.m. CSTs	62
Comments: THE STATION ROTATES THREE 30 SECOND PSAS: 1) TEXT FOR THE LOCALLY PRODUCED SPOT: "BY LAW, ALL ANALOG TELEVISION BROADCASTS MUST CEASE BY FEBRUARY 17, 2009. TO RECEIVE WBBJ, ABC 7, OVER THE AIR, AFTER FEBRUARY 17, YOU MUST USE A TELEVISION WITH A DIGITAL RECEIVER OR OBTAIN A DIGITAL TO ANALOG CONVERTER BOX AND HOOK IT UP TO YOUR ANALOG TV. IF YOU RECEIVE WBBJ THROUGH A SUBSCRIPTION CABLE SERVICE, YOU DO NOT NEED TO TAKE ANY ACTION. USING A DIGITAL TV RECEIVER OR DIGITAL TO ANALOG CONVERTER BOX, YOU WILL CONTINUE TO RECEIVE WBBJ ON CHANNEL 7.1. FOR MORE DETAILS, GO TO ONE OF THESE WEB SITES [DISPLAY]." 2) PRODUCED BY NAB: "DTV ANSWERS" 3) PRODUCED BY NAB: "COUPONS" THE COPY FOR THE CRAWL IS AS FOLLOWS: "BY LAW, ALL ANALOG TELEVISION BROADCASTS MUST CEASE BY FEBRUARY 17, 2009. WBBJ-TV INTENDS TO CEASE ANALOG BROADCASTS FEBRUARY 17, 2009. WE ARE CURRENTLY BROADCASTING A DIGITAL, OVER THE AIR SIGNAL ON 7.1. FOR MORE DETAILS, INCLUDING DETAILS ON HOW TO CONTINUE TO RECEIVE WBBJ-TV PROGRAMMING, PLEASE GO TO WWW.WBBJTV.COM OR WWW.DTV.GOV."	

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	3
Comments: THE STATION AIRED THE NAB-PRODUCED DTV INFORMATIONAL PROGRAM ON MAY 17TH AT 2:00PM; 5:00PM AND 3:30AM.	

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>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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: 2 NEWSCASTS 5 & 6PM ON 6/13, COVERING THE NAB DTV TREKKER, WHICH WBBJ HOSTED AND PROMOTED AT PRINGLES PARK IN JACKSON. THE "TREKKER" WAS ON SITE FOR 4 1/2 HOURS.	
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: THE HOMEPAGE HAS A LINK TO DTVANSWERS.COM.	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: 4/22, WAYNE THING, PROGRAMMING MGR APPEARED ON WTNE FM FOR 2 HOURS TALKING ABOUT THE DIGITAL TRANSITION.	
<input checked="" type="checkbox"/> Community Events	
Comments: 6/13 : HOSTED AND PROMOTED THE APPEARANCE OF NAB'S DTV TREKKER (DESCRIBED ABOVE IN NEWSCASTS).	

Other (describe)

Comments:

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

Comments:

THIS REPORT DOES NOT INCLUDE NETWORK ORIGINATED CRAWLS AND NETWORK ORIGINATED DTV PSA'S, OR PSA'S FROM SYNDICATED PROGRAMMING. THE MINIMUM NUMBER OF THOSE PSA'S: 24 BETWEEN 9A-10A AND 5 BETWEEN 4P-5P.

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 PROGRAMMING OPERATIONS MANAGER
Signature WAYNE THING	Date (mm/dd/yyyy) 07/10/2008

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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