

Federal Communications Commission

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Account number: 762354

Description: WBBJ-TV 1Q 2009

Application Reference Number: 20090408ABD

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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. -20090408ABD	
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	07				
<input checked="" type="checkbox"/> Digital	43				
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	511
Total 5:00 a.m. to 1:00 a.m. CSTs	219
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	38
Total 6:00 a.m. to 9:00 a.m. CSTs	35
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	113
Total 5:00 p.m. to 10:35 p.m. CSTs	75
<p>Comments:</p> <p>CRAWL COPY (THRU FEB 9): "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."</p> <p>CRAWL COPY (AFTER FEB 9): "WBBJ-TV INTENDS TO CEASE ANALOG BROADCASTS JUNE 12, 2009 AT 12 NOON AND BROADCAST IN DIGITAL ONLY. WE ARE CURRENTLY BROADCASTING A DIGITAL, OVER THE AIR SIGNAL ON 7.1. IT IS ADVISED FOR OVER THE AIR VIEWERS TO PERIODICALLY RESCAN YOUR RECEIVER FOR ADDITIONAL DIGITAL CHANNELS, AND EXISTING STATIONS CHANGING THEIR CHANNELS OR SERVICE AREA BETWEEN NOW AND JUNE 12. FOR MORE DETAILS, INCLUDING DETAILS ON HOW TO CONTINUE TO RECEIVE WBBJ-TV PROGRAMMING, INCLUDING HAVING A QUALITY UHF-VHF ANTENNA, PLEASE GO TO WWW.WBBJTV.COM OR WWW.DTV.GOV, OR CALL THE FCC HOTLINE AT 1-888-CALL-FCC."</p> <p>PSA'S: NAB PRODUCED: DTV CHECKLIST (:15); NOT TECH MINDED (:15/:30); DTV RETRO ANIMATION (:15); DTV ANTENNA HIGHWAY (:15/:30); DTV 6/12 SWITCH (:30); DTV COUNTDOWN; DTV IN 3 WEEKS; DTV IN 2 WEEKS.</p> <p>WBBJ PRODUCED PSA COPY (THRU FEB 9): "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 EITHER OF THESE WEB SITES (TEXT)." SECONDARY TEXT THAT ACCOMPANIES VOICE-OVER: WBBJ-TV IS CURRENTLY BROADCASTING A DIGITAL, OVER THE AIR SIGNAL ON 7.1. **WITH A HIGH DEFINITION TELEVISION, SOME HIGH DEF PROGRAMMING IS ALSO AVAILABLE ON CHANNEL 7.1. *** WWW.WBBJTV.COM OR WWW.DTV.GOV.</p> <p>WBBJ PRODUCED PSA COPY (AFTER FEB 9): "FOR OVER A YEAR WBBJ HAS AIRED OVER 2000 INFORMATIONAL ANNOUNCEMENTS, NEW STORIES AND PROGRAMS, REGARDING THE DIGITAL</p>	

SWITCH WHICH WAS MANDATED BY CONGRESS AND ORIGINALLY SCHEDULED FOR FEBRUARY 17TH. NOW, CONGRESS HAS MOVED THE DIGITAL SWITCH DEADLINE TO JUNE 12TH. WBBJ WILL CONTINUE TO BROADCAST IN BOTH DIGITAL AND ANALOG UNTIL JUNE 12TH TO ENSURE ALL WEST TENNESSEE VIEWERS HAVE THE OPPORTUNITY TO RECEIVE OUR DIGITAL SIGNAL. WE WILL CONTINUE TO CONDUCT DIGITAL READINESS TESTS AND AIR ANNOUNCEMENTS UNTIL THE NEW DEADLINE."

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
Comments:	

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>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: THIS ITEM IS NOT APPLICABLE FOR FIRST QUARTER 2009 BECAUSE THE 100-DAY COUNTDOWN REQUIREMENT WAS SUSPENDED BY COMMISSION ACTION AND SUPERSEDED BY THE DTV DELAY ACT, PUB. L. NO. 111-4, 123 STAT. 112 (2009).	

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: WBBJ RAN A DIGITAL TELEVISION NEWS STORY FOLLOWED BY A "SOFT TEST" SHUTDOWN OF THE ANALOG SIGNAL ON JANUARY 16TH DURING THE 5 O'CLOCK NEWS.	
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 STATION WEBSITE (WWW.WBBJTV.COM) CONTAINS A LINK TO DTV ANSWERS.COM AND INSTRUCTIONS ON HOW TO HOOK UP A DIGITAL CONVERTER BOX.	
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: PROGRAM MANAGER WAYNE THING WAS A GUEST ON WZLT-FM, LEXINGTON (HENDERSON COUNTY) FOR AN HOUR ON THE MORNING DRIVE PROGRAM ON JANUARY 26, 2009, SPEAKING ABOUT THE DIGITAL CONVERSION.	
<input type="checkbox"/> Community Events	
Comments:	
<input type="checkbox"/> 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:	

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) 04/08/2009

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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