

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. BDERCT-20090108AEC
Licensee BLUESTONE LICENSE HOLDINGS INC.		
Call Sign WCYB-TV	Facility Id 2455	Previous Call Sign (if applicable)
Community of License		
City BRISTOL	State VA	County WASHINGTON
		Zip Code 24201 -
Nielsen DMA TRI-CITIES TN-VA	World Wide Web Home Page Address WWW.WCYB.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012
Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	5	
<input checked="" type="checkbox"/> Digital	28	
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	549
Total 5:00 a.m. to 1:00 a.m. CSTs	368
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	90
Total 6:00 a.m. to 9:00 a.m. CSTs	92
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	128
Total 6:00 p.m. to 11:35 p.m. CSTs	184
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	

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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:

WE RUN 3 CRAWLS PER DAY 8A-4P-7P. WE RUN 1 SNIPE PER DAY IN THE 10P HOUR.

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

5

Comments:

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?

184

Graphic Displays

0

Animated Graphics

62

Graphic and Audio Displays

1

Longer Form Reminders

Comments:

WE USE THE 100 DAY COUNTDOWN DURING NEWSCASTS. SOMETIMES IT IS JUST A GRAPHIC SOMETIMES THE ANCHORS TALK ABOUT IT ON-AIR

WE DID A SOFT TEST AT 6:15PM ON DECEMBER 17TH. WE DID A CUT-IN AND EXPLAINED THAT IF YOU GET A GREEN SCREEN YOU ARE GOOD FOR THE DIGITAL TRANSITION. WE PUT UP A RED SCREEN FO THOSE WHO CAN'T RECEIVE DIGITAL. WE PUT UP TEXT INFORMATION WITH THE RED SCREEN AND THE GREEN SCREEN WITH A PHONE NUMBER AND WEB ADDRESS FOR MOR INFORMATION IF NEEDED.

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: NEWS AIRED 3 PACKAGES ON WCYB WCYB-DT2 28.2 CW4 NETWORK 5A-1A WE AIRED 983 DTV PSA'S 5A-1A WE AIRED 276 DTV CRAWLS 6A-9A WE AIRED 72 DTV PSA'S 6P-11:35P WE AIRED 282 DTV PSA'S WE AIRED 12 30 MINUTE DTV SHOWS	
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: WE HAVE A LINK VIA AN ICON TO DTVTRANSITION.ORG WE HAVE A LINK VIA AN ICON TO THE CONVERTER BOX COUPON ON DTV2009.GOV WE HAVE A LANDING PAGE WITH A LOT OF OPTIONS INCLUDING A VIDEO.	
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:

WE CONTINUE TO GIVE OUT BROUCHERES THAT WE PROVIDE BY THE NAB.
WE HAVE BUSINESS CARDS WITH DTV TRANSITION INFORMATION AND A WEBSITE FOR MORE INFORMATION THAT WE GIVE OUT.

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 DIRECTOR OF MARKETING / PRODUCTION
Signature ANTHONY L. VENABLE	Date (mm/dd/yyyy) 01/08/2009

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