

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20080707ACV	
Licensee WBNS-TV, INC.					
Call Sign WBNS-TV		Facility Id 71217		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
COLUMBUS		OH	FRANKLIN		43215 -
Nielsen DMA COLUMBUS OH		World Wide Web Home Page Address WWW.10TV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	21				
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	448
Total 5:00 a.m. to 1:00 a.m. CSTs	318

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	95
Total 6:00 a.m. to 9:00 a.m. CSTs	27
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	119
Total 6:00 p.m. to 11:35 p.m. CSTs	130
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 February 17, 2009.	
Total number of 30 Minute Informational Programs	0
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?	
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: DTV ON AIR INITIATIVES	

WBNS-TV
2ND QUARTER, 2008

4/24/08, 5AM NEWSCAST:
GOVERNMENT EDUCATIONAL EFFORTS ALONG WITH GETTING PEOPLE IN NEED OF COUPONS...AND PUSH TO WEBSITE ON HOW TO BE READY.

4/25/08, 6PM NEWSCAST:
WHAT YOU SHOULD BE DOING WITH OLD TV'S...HOW TO PROPERLY DISCARD THEM.

4/26/08, 5AM NEWSCAST:
MENTION OF DTV SWITCH, WHAT IT MEANS AND HOW TO BE READY.

5/7/08, MULTIPLE NEWSCAST:
DTV AT THE STATEHOUSE AND EFFORTS TO EDUCATE THE PUBLIC ABOUT THE SWITCH, ALONG WITH A PIECE ON EVERYTHING YOU NEED TO KNOW.

6/11/08: 5:30PM NEWSCAST:
CONCERNS OVER GOVERNMENT ISSUED COUPONS FOR CONVERTER BOXES EXPIRING BEFORE CONSUMERS HAVE AN OPPORTUNITY TO USE THEM...AND, STORES RUNNING OUT OF BOXES..PLUS PUSH TO WEBSITE ON HOW TO BE READY.

6/23/08, 5:30PM NEWSCAST:
CONSUMER REPORTS RANKINGS OF DTV CONVERTER BOXES AND PUSH TO WEBSITE ON HOW TO BE READY.

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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
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Comments:
WBNS-TV'S WEBSITE HAS A SPECIAL SECTION DEDICATED TO INFORMATION ON THE TRANSITION AS WELL AS LINKS TO WWW.DTV2009.GOV.

Additional DTV Outreach Efforts -- Last Quarter	
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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.	
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Speaking Engagements

Comments:
4/23/2008 - SPEAKER PAT INGRAM DIRECTOR OF ENGINEERING ANNUAL COMMUNITY EDUCATION BREAKFAST- ATTENDED BY REPRESENTATIVES OF OSU COLLEGE OF ARTS AND SCIENCES, OHIO CENTER FOR BROADCASTING (COLUMBUS CAMPUS) & OTAP COLUMBUS STATE COMMUNITY COLLEGE.

4/29/2008 - SPEAKER TOM GRIESDORN, PRESIDENT AND GENERAL MANAGER COLUMBUS, OHIO TV GENERAL MANAGERS MEETING TO DISCUSS PRODUCTION OF DTV PROGRAM.

5/8/2008 - SPEAKER FRANK WILLSON, DIRECTOR OF OPERATIONS SERTOMA CLUB, COLUMBUS, OH

Community Events

Comments:

Other (describe)

Comments:

WBNS ENGINEERING DEPARTMENT CONTINUES TO TEST DTV CONVERTER BOXES THROUGHOUT THAT MARKET, AS THEY ARE AVAILABLE, TO ENSURE RELIABLE SERVICE FOR CUSTOMERS.

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 PRESIDENT & GENERAL MANAGER
Signature THOMAS C. GRIESDORN	Date (mm/dd/yyyy) 07/07/2008

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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