

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. -20090408ACG	
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: 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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	598
Total 5:00 a.m. to 1:00 a.m. CSTs	210

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	121
Total 6:00 a.m. to 9:00 a.m. CSTs	80

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	152
Total 6:00 p.m. to 11:35 p.m. CSTs	26

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
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.

347	<i>Graphic Displays</i>
158	<i>Animated Graphics</i>
181	<i>Graphic and Audio Displays</i>
376	<i>Longer Form Reminders</i>

Comments:

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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 COVERAGE JANUARY, FEBRUARY AND MARCH 2009

DTV COUNTDOWN BUMPS EACH DAY IN 5AM, NOON AND 5:30PM - 1/1/09 - 3/3/09

3/5/09 5:30PM DTV COUPONS - MORE CONVERTER BOX COUPONS ARE BEING SENT OUT. :20

2/23/09 5:30PM DTV AND AARP - THE AMERICAN ASSOCIATION OF RETIRED PERSONS IS BEGINNING A TOLL FREE HOTLINE TO ANSWER QUESTIONS ABOUT DTV. :20

2/17/09 NOON DIGITAL SWITCH - MORE THAN 600 TV STATIONS AROUND THE COUNTRY SWITCH FROM ANALOG TO DIGITAL. :30

2/16/09 5-6:30PM THE BIG DTV TEST & PHONE BANK - EVEN THOUGH THE DTV TRANSITION DATE MOVED TO JUNE, 10TV NEWS CONTINUED ITS COMMITMENT TO INFORMING VIEWERS ABOUT THE CHANGES AND PROVIDING AN OPPORTUNITY TO MAKE SURE THEY ARE DTV-READY. ON MONDAY, FEBRUARY 16TH, 10TV ONCE AGAIN CONDUCTED "THE BIG DTV TEST" DURING THE 5PM NEWSCAST. FOLLOWING THE TEST, 10TV NEWS PROVIDED A PHONE BANK IN STUDIO. VIEWERS WERE ABLE TO HAVE THEIR QUESTIONS ANSWERED BY HH GREGG REPRESENTATIVES FOR THE HOUR AND A HALF FOLLOWING THE TEST.

2/14/09 11PM DTV SWITCHOVER - A NIELSON SURVEY SUGGESTS NEARLY SIX MILLION PEOPLE ARE NOT READY FOR THE SWITCH. :30

2/9/09 5:30PM DTV HELP - NEED HELP THROUGH THE DTV TRANSITION? LOG ONTO 10TV.COM TO SEE VIDEO EXPLANATIONS AND HOW TO GET A CONVERTER BOX DISCOUNT. :15

2/7/09 5AM DTV TRANSITION - 10TV WILL DELAY THE DTV TRANSITION UNTIL JUNE 12TH. :30

2/5/09 NOON DTV TRANSITION DELAY - PRESIDENT OBAMA IS EXPECTED TO SIGN A BILL THAT WOULD DELAY THE SWITCH FROM ANALOG TO DIGITAL TELEVISION BY FOUR MONTHS. :30

2/4/09 11PM DTV TRANSITION DELAY - THE D-T-V TRANSITION IS GOING TO BE DELAYED. LATE TODAY - CONGRESS APPROVED A BILL TO PUSH BACK THE SWITCH FROM ANALOG TO DIGITAL SIGNALS UNTIL JUNE 12TH. KURT LUDLOW REPORTS. 1:18

1/27/09 NOON DTV TRANSITION DELAY - SENATE VOTES TO DELAY THE SWITCH FOR FOUR MONTHS. THE HOUSE WILL CONSIDER SIMILAR LEGISLATION TODAY, BUT THE DATE HAS NOT BEEN OFFICIALLY CHANGED YET. :25

1/17/09 6PM THE BIG DTV TEST & PHONE BANK - ON SATURDAY, JANUARY 17TH, 10TV ONCE AGAIN CONDUCTED "THE BIG DTV TEST" DURING THE 6PM NEWSCAST. FOLLOWING THE TEST, 10TV NEWS PROVIDED A PHONE BANK IN STUDIO. VIEWERS WERE ABLE TO HAVE THEIR QUESTIONS ANSWERED BY HH GREGG REPRESENTATIVES FOR AN HOUR FOLLOWING THE TEST.

1/15/09 5AM STATEWIDE DTV TEST - 10TV AND STATIONS ACROSS THE STATE CONDUCT A STATEWIDE DTV TEST AT 7:30PM. VIEWERS HAVE FIVE MINUTES TO CHECK ALL TELEVISION SETS IN THE HOME. :20

1/7/09 11PM DTV DELAY REQUEST - A CONSUMER GROUP WANTS TO DELAY AMERICA'S SWITCH TO DIGITAL TELEVISION. CONSUMERS UNION, THE PUBLISHER OF CONSUMER REPORTS MAGAZINE IS FLOODING CAPITOL HILL WITH LETTERS ASKING CONGRESS TO DELAY THE FEBRUARY 17TH SWITCH. :25

1/6/09 6PM & 11PM DTV SWITCH WILL WE BE READY? - THE FCC IS MAKING A NEW PUSH TO MAKE SURE YOU'RE ABLE TO WATCH TV AFTER THE SWITCH NEXT MONTH. KURT LUDLOW REPORTS. 1:27

1/6/09 NOON - DTV WAITING LIST - WITH JUST 43 DAYS TO GO, THE U.S. COMMERCE DEPARTMENT SAYS IT'S ALREADY REACHED ITS FUNDING LIMIT FOR VOUCHERS. :30

**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: WBNS-TV'S WEBSITE HAS A SPECIAL SECTION DEDICATED TO INFORMATION ON THE TRANSITION AS WELL AS LINKS TO WWW.DTV2009.GOV. WE CONTINUALLY UPDATE WITH NEW CONTENT.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: 2/11/09 - TOM GRIESDORN, PRESIDENT AND GM SPOKE TO THE COLUMBUS METROPOLITAN CLUB ON "ANALOG BLACKOUT, THE NEW AGE OF DTV" IN COLUMBUS, OHIO  2/18/09 - TOM GRIESDORN, PRESIDENT AND GENERAL MANAGER SPOKE TO THE CAMBRIDGE AREA CHAMBER OF COMMERCE AT THEIR CELEBRATION OF LEADERSHIP ANNUAL DINNER IN CAMBRIDGE, OHIO	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WBNS ENGINEERING DEPARTMENT CONTINUES SPORADIC TESTING OF DTV CONVERTER BOXES THROUGHOUT THAT MARKET, AS THEY ARE AVAILABLE, TO ENSURE RELIABLE SERVICE FOR CONSUMERS.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments:	

<b>Station Certification</b>	
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 AND GENERAL MANAGER
Signature THOMAS C. GRIESDORN	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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