

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090707AFF	
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: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
<b>Simulcasting:</b>					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
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 Countdown piece per day during the 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	585
Total 5:00 a.m. to 1:00 a.m. CSTs	192
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	87
Total 6:00 a.m. to 9:00 a.m. CSTs	48
For stations located in the Atlantic, 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	142
Total 6:00 p.m. to 11:35 p.m. CSTs	48
For stations located in the Alaskan, 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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	3
Comments: SATURDAY, MAY 2, 2009, 12:30 PM SUNDAY, MAY 17, 2009, 12:30 PM SATURDAY, JUNE 6, 2009, 7:00 PM	

**Countdown Eligible Pieces - Last Quarter**

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

211	<i>Graphic Displays</i>
165	<i>Animated Graphics</i>
211	<i>Graphic and Audio Displays</i>
389	<i>Longer Form Reminders</i>
Comments:	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>APRIL 13TH, 10TV CONDUCTED "THE BIG DTV TEST" DURING THE 5PM NEWSCAST. BY "PULLING THE PLUG" FOR ONE MINUTE, WE GAVE VIEWERS THE CHANCE TO CHECK ALL OF THEIR TELEVISION SETS TO SEE IF THEY ARE READY FOR DTV TRANSITION. 10TV ALSO HOSTED A PHONE PANEL WITH REPRESENTATIVES FROM HH GREGG FROM 5-6:30PM. VIEWERS WERE ABLE TO CALL IN AND ASK QUESTIONS ABOUT THE SWITCH TO DTV. THE REPRESENTATIVES FIELDDED MORE THAN 400 CALLS THROUGHOUT THE 90 MINUTES.</p> <p>MAY 12TH, 10TV CONDUCTED "THE BIG DTV TEST" DURING THE 5PM NEWSCAST. 10TV ALSO HOSTED A PHONE PANEL WITH REPRESENTATIVES FROM HH GREGG FROM 5-6:30PM. VIEWERS WERE ABLE TO CALL IN AND ASK QUESTIONS ABOUT THE SWITCH TO DTV. THE REPRESENTATIVES FIELDDED MORE THAN 450 CALLS THROUGHOUT THE 90 MINUTES.</p> <p>JUNE 12, 2009, 10TV MADE THE SWITCH TO DIGITAL. 10TV NEWS HD WAS THE ONLY STATION IN TOWN TO PROVIDE ALL DAY, EXTENSIVE HELP TO THOSE NOT READY FOR THE TRANSITION. IN THE SECOND BLOCK OF 10TV NEWS HD AT NOON, CHUCK STRICKLER AND A MEMBER OF OUR ENGINEERING TEAM "PULLED THE PLUG" IN THE TECHNICAL OPERATIONS CENTER AS A SOFT LAUNCH. AT THIS TIME (APPROXIMATELY 12:15 PM) ON JUNE 12TH, A GRAPHIC WAS AIRED ON OUR ANALOG SIGNAL STATING THAT VIEWERS SEEING THE MESSAGE WERE NOT READY FOR THE SWITCH AT MIDNIGHT. WE URGED THOSE PEOPLE TO CALL OUR DTV PHONE BANK WHICH BEGAN AT NOON ON THE 12TH. THE GRAPHIC WAS LEFT UP ON THE AIR ALL DAY. FROM NOON-1PM AND 5PM-7PM, REPRESENTATIVES FROM HH GREGG WERE IN THE STUDIO FIELDING THE PHONE BANK CALLS. IN BETWEEN THOSE HOURS, FROM 1PM-5PM AND FROM 7PM TO MIDNIGHT, 10TV EMPLOYEES STAFFED THE PHONES AND ANSWERED</p>	

VIEWER QUESTIONS ABOUT THE DTV TRANSITION. AT 11PM, WE RESUMED PROGRAMMING ON THE ANALOG SIGNAL UNTIL 11:35 PM (ALLOWING PEOPLE A LAST CHANCE TO SEE THE NEWS BEFORE THE HARD TRANSITION.) FINALLY, AT APPROXIMATELY 23.59:59 THE OFFICIAL TANSITION TOOK PLACE. THE PHONE BANK PHONES RANG OFF THE HOOK ALL DAY LONG. OVERALL, THE DTV HOTLINE FIELDED APPROXIMATELY 648 CALLS FROM 12:15PM ON THE 12TH TO 12:15AM ON THE 13TH.

<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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 type="checkbox"/> Speaking Engagements	
Comments:	
<input type="checkbox"/> Community Events	
Comments:	
<input type="checkbox"/> Other (describe)	
Comments:	
<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: WBNS WENT ABOVE AND BEYOND TO EDUCATE VIEWERS ON THE ACTUAL DTV TRANSITION DAY BY DISPLAYING 10 DIGITAL BILLBOARDS THROUGHOUT THE MARKET. THE BILLBOARDS REMINDED VIEWERS OF THE TRANSITION AND SHOWED A COUNTDOWN CLOCK FOR THE LAST 12 HOURS BEFORE THE TRANSITION.	

<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) 07/07/2009

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).

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**