

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing  
Account number: 895051**

**Description: WTRF Q4-2008 DTV CONSUMER EDUCATION REPORT  
Application Reference Number: 20090107AEY  
Successfully filed at Jan 7 2009 3:06PM**

**Based on the information supplied, no fee is required.**

|  |   |  |
|--|---|--|
| Federal Communications Commission<br>Washington, D.C. 20554    | Approved by OMB<br>3060-1115 (March 2008) | FOR FCC USE ONLY                                 |
| <b>FCC 388</b><br><b>DTV Quarterly Activity Station Report</b> |   | FOR COMMISSION USE ONLY<br>FILE NO. -20090107AEY |

|   |                     |                                    |
|---|---------------------|------------------------------------|
| Licensee<br>WEST VIRGINIA MEDIA HOLDINGS, LLC |                     |                                    |
| Call Sign<br>WTRF-TV                          | Facility Id<br>6869 | Previous Call Sign (if applicable) |

|                      |       |        |          |
|----------------------|-------|--------|----------|
| Community of License |       |        |          |
| City                 | State | County | Zip Code |
| WHEELING             | WV    | OHIO   | 26003 -  |

|                                      |  |   |
|--------------------------------------|--|---|
| Nielsen DMA<br>WHEELING-STEUBENVILLE | World Wide Web Home Page Address<br>WWW.WTRF.COM | Licensee Renewal Expiration Date (mm/dd/yyyy)<br>10/01/2004 |
|--------------------------------------|--|---|

|  |    |  |
|--|----|--|
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) |    |  |
| <input checked="" type="checkbox"/> Analog                                 | 7  |  |
| <input checked="" type="checkbox"/> Digital                                | 32 |  |

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)?

Option One (A and D)  Option Two (B and D)  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  | 304 |
| Total 5:00 a.m. to 1:00 a.m. CSTs  | 386 |
| 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  | 36  |
| Total 6:00 a.m. to 9:00 a.m. CSTs  | 24  |
| 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   | 99  |
| Total 6:00 p.m. to 11:35 p.m. CSTs   | 139 |
| 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?

|     |                                   |
|-----|-----------------------------------|
| 172 | <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.

 Yes  No

Comments:

THE FOLLOWING LOCAL NEWSCASTS INCLUDED SEGMENTS ABOUT THE DTV TRANSITION:  
12/16/08: 6 PM NEWSCAST  
12/17/08: 5 AM AND 6 AM NEWSCASTS

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website?

 Yes  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.

 Yes  No

Comments:

THE WTRF WEBSITE CONTAINS A DTV COUNTDOWN CLOCK, INFORMATION ABOUT THE DTV TRANSITION AND HOW VIEWERS CAN PREPARE FOR IT, AND A LINK TO THE WEBSITE FOR OBTAINING A COUPON FOR A DTV 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.

Speaking Engagements

Comments:

 Community Events

Comments:

 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 |
| Signature                               | Date (mm/dd/yyyy)                        |
| R. CHARLES DUSIC, III                   | 01/07/2009                               |

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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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. 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.

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3507.**