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. -

Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC		
Call Sign WSAV-TV	Facility Id 48662	Previous Call Sign (if applicable)

Community of License			
City	State	County	Zip Code
SAVANNAH	GA	CHATHAM	31404 -

Nielsen DMA SAVANNAH	World Wide Web Home Page Address WWW.WSAV.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2013

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

☑ Analog	3
☑ Digital	39

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?	◉ Yes ○ No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	◉ Yes ○ No

Application Purpose:

◉ DTV Education Report	
○ 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	305
Total 5:00 a.m. to 1:00 a.m. CSTs	754
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	25
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	75
Total 6:00 p.m. to 11:35 p.m. CSTs	174
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	1
Comments: GET READY FOR DTV SPECIAL AIRED 11:30AM WEDNESDAY, 12/10/08 ON WSAV CH. 3 ANALOG/CH. 3.1 DIGITAL; AND ALSO AIRED 10:00AM SUNDAY, 12/7/08 ON WSAV CH. 3.2 DIGITAL.	

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	*Graphic Displays*
0	*Animated Graphics*
103	*Graphic and Audio Displays*

0	*Longer Form Reminders*

Comments:
WSAV AIRS A :10 AUDIO AND GRAPHIC COUNTDOWN TO DTV MESSAGE DURING OUR 6PM AND 11PM DAILY NEWSCASTS.

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:
WSAV NEWS RAN THE FOLLOWING DTV TRANSITION STORIES DURING THE 4TH QUARTER:
MON, 11/10: DTV EXPLAINER PACKAGE 1:52, ALL NEWSCASTS.
TUE, 11/11: TOP 4 DTV QUESTIONS PACKAGE 5:53; PLUS :30 HARD ANALOG TRANSMITTER SHUTDOWN AND LIVE PHONE BANK TO ANSWER VIEWER DTV QUESTIONS DURING 6PM NEWSCAST.
THU, 11/13: CONVERTER BOX PACKAGE 4:12, ALL NEWSCASTS.
THU, 11/20: HOW TO BUY A DTV PACKAGE 6:42; PLUS LIVE PHONE BANK TO ANSWER VIEWER DTV QUESTIONS DURING 6PM NEWSCAST.
TUE, 11/25: DTV ANTENNA PACKAGE 3:48; :30 HARD ANALOG TRANSMITTER SHUTDOWN AND LIVE PHONE BANK TO ANSWER VIEWER DTV QUESTIONS DURING 6PM NEWSCAST.
THU, 12/4: :30 HARD ANALOG TRANSMITTER SHUTDOWN AND LIVE PHONE BANK TO ANSWER VIEWER DTV QUESTIONS DURING 6PM NEWSCAST.
THU, 12/11: :30 SIMULATED ANALOG TRANSMITTER SHUTDOWN AND DTV HOTLINE VIEWER INFORMATION DURING 6PM NEWSCAST.
WED, 12/17, 7:30PM: 3 MINUTE SIMULATED ANALOG TRANSMITTER SHUTDOWN, IN CONJUNCTION WITH NAB, AND DTV HOTLINE VIEWER INFORMATION.
THU, 12/18: :30 SIMULATED ANALOG TRANSMITTER SHUTDOWN AND DTV HOTLINE VIEWER INFORMATION DURING 6PM NEWSCAST.
MON, 12/22, 7:30AM: 3 MINUTE SIMULATED ANALOG TRANSMITTER SHUTDOWN, IN CONJUNCTION WITH NAB, AND DTV HOTLINE VIEWER INFORMATION.
MON, 12/22: :30 SIMULATED ANALOG TRANSMITTER SHUTDOWN AND DTV HOTLINE VIEWER INFORMATION DURING 6PM NEWSCAST.
MON, 12/29: :30 SIMULATED ANALOG TRANSMITTER SHUTDOWN AND DTV HOTLINE VIEWER INFORMATION DURING 6PM NEWSCAST.

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:
WSAV MAINTAINS A DIGITAL & HD TELEVISION PAGE ON OUR WEBSITE, WWW.WSAV.COM, KEYWORD "DIGITAL TV." CONSUMER INFORMATION, LINKS TO THE NAB AND CONSUMER ELECTRONICS ASSOCIATION DTV WEBSITES, RECENT WSAV NEWS STORIES ABOUT THE COMING DTV TRANSITION, AND A COUNTDOWN TO THE FEBRUARY 17, 2009 TRANSITION ARE AMONG THE ITEMS FOUND ON THIS WEB PAGE.

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:
WSAV AIRED DTV PSA'S ON ITS DIGITAL 3.2 CHANNEL A MINIMUM OF 5 TIMES PER DAY BETWEEN 9AM-1AM THROUGHOUT THE THIRD QUARTER. AT LEAST ONE OF THESE PSA'S AIRED BETWEEN 6PM-11:35PM EACH DAY.

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 PROGRAM MANAGER
Signature DAVID J. STAGNITTO	Date (mm/dd/yyyy) 01/09/2009

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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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. 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.