

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -	
Licensee MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC			
Call Sign WSAV-TV	Facility Id 48662	Previous Call Sign (if applicable)	
Community of License			
City SAVANNAH	State GA	County CHATHAM	Zip Code 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.)			
<input checked="" type="checkbox"/> Analog	3		
<input checked="" type="checkbox"/> Digital	39		
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: FOR THE 11 WEEKS PRIOR TO THE JUNE 12TH SWITCH-OVER TO DIGITAL, WSAV ALSO AIRED AN AVERAGE OF 5 SPOTS PER WEEK BETWEEN THE HOURS OF 8PM-12AM ON OUR SECONDARY DIGITAL STREAM.			
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.			
<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 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	260
Total 5:00 a.m. to 1:00 a.m. CSTs	624
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	10
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	62
Total 6:00 p.m. to 11:35 p.m. CSTs	104
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:	
WSAV AIRED TWO AUDIO AND VIDEO COUNTDOWN TO DTV MESSGES PER DAY, FROM WEDNESDAY, MARCH 4TH THROUGH THURSDAY, JUNE 11TH; ONCE EACH DURING ITS DAILY 6PM AND 11PM NEWSCASTS. EXCEPTION: THE 6PM NEWSCAST WAS PREEMPTED ON	

**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	1
Comments: THE UPDATED 30-MINUTE DTV SPECIAL: "TECH NOW!", PRODUCED BY NBC FOR AFFLILIAE USE, AIRED WEDNESDAY, 6/3/09, 11:30AM-12PM, ON WSAV ANALOG 3/DIGITAL 3.1.	

**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?

0	Graphic Displays
0	Animated Graphics
100	Graphic and Audio Displays
0	Longer Form Reminders

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
Comments: IN ADDITION TO THE DAILY COUNTDOWN A/V REMINDER IN ALL 6 & 11PM NEWSCASTS FROM 3/4-6/11/09, WSAV CONDUCTED SOFT TESTS AT 7:25AM-7:30AM, 12:25-12:30PM AND 6:25PM-6:30PM ON 5/21 IN CONJUNCTION WITH THE NATIONWIDE	
<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: WSAV MAINTAINED A DIGITAL AND HD TELEVISION PAGE ON OUR WEBSITE, WWW.WSAV.COM, KEYWORD "DIGITAL TV." CONSUMER INFORMATION, LINKS TO THE NAB AND CONSUMER ELECTRONICS ASSOCIATION WEBSITES, AND RECENT WSAV NEWS	
<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:  	

<div style="border: 1px solid black; width: 100%; height: 100%;"></div>
<p><b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b></p>
<p>Comments:</p> <div style="border: 1px solid black; padding: 5px;"> <p>WE GREATLY APPRECIATED THE ASSISTANCE FROM              FCC REPRESENTATIVE SUSAN FISENNE DURING THE              ACTUAL DTV TRANSITION. SHE ANSWERED MANY              VIEWER QUESTIONS ON FRIDAY AND SATURDAY,              6/12-13.</p> </div>

<p><b>Station Certification</b></p> <p>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.</p>	
<p>Typed or Printed Name of Person Signing</p>	<p>Typed or Printed Title of Person Signing</p> <p>DAVID J. STAGNITTO</p>
<p>Signature</p> <p>DAVID J. STAGNITTO</p>	<p>Date (mm/dd/yyyy)</p> <p>07/10/2009</p>

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. 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.**