

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 154289

Description: WOLO-TV 2Q 09 FORM 388
Application Reference Number: 20090710AJQ
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090710AJQ	
Licensee SOUTH CAROLINA BROADCASTING PARTNERS					
Call Sign WOLO-TV		Facility Id 60963		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
COLUMBIA		SC	RICHLAND		29223 -
Nielsen DMA COLUMBIA SC		World Wide Web Home Page Address WWW.WOLO.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	25				
<input checked="" type="checkbox"/> Digital	08				
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					
Simulcasting:					
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	213
Total 5:00 a.m. to 1:00 a.m. CSTs	293
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	38
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	64
Total 6:00 p.m. to 11:35 p.m. CSTs	136
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
<p>Comments:</p> <p>OF THE 213 PSA'S 5A-1A 200 WERE LOCAL WOLO PSA'S AND 13 WERE ABC PRODUCED PSA'S OF THE 293 CST'S 5A-1A 1008 WERE LOCAL WOLO CST'S AND 28 WERE ABC CST'S OF THE 38 PSA'S 6A-9A, 33 WERE LOCAL WOLO PSA'S AND 5 WERE ABC CST'S OF THE 53 PSA'S 6P-11:35P, 53 WERE LOCAL WOLO PSA'S AND 11 WERE ABC PSA'S OF THE 136 CST'S 6P-11:35P, 108 WERE LOCAL WOLO CST'S AND 28 WERE ABC PRODUCED CST'S</p> <p>WOLO AIRED THE NAB PRODUCED COPY: "BY NOW, YOU'VE HEARD THAT ANTENNA TV IS GOING ALL DIGITAL. AND THE NATIONWIDE SWITCH TO DIGITAL TV HAS MOVED TO A NEW DATE: JUNE 12. BUT YOU DON'T HAVE TO WAIT UNTIL JUNE 12 TO ENJOY FREE DIGITAL TELEVISION. UPGRADE YOUR ANTENNA TV WITH A CONVERTER BOX OR BUY A NEW DIGITAL SET. USE THE RIGHT ANTENNA, AND START ENJOYING FREE DIGITAL TV NOW. VISIT DTVANSWERS.COM OR CALL 888-CALL-FCC TO LEARN MORE ABOUT THE JUNE 12 SWITCH TO DIGITAL TV."</p> <p>LOCAL CST COPY: BY LAW, ALL ANALOG TV BROADCASTS MUST CEASE NO LATER THAN JUNE 12, 2009. VIEWERS WHO RELY ON OVER-THE-AIR SERVICE WILL LOSE TV RECEPTION UNLESS THEY USE A DTV RECEIVER OR CONVERTER BOX. VIEWERS WHO SUBSCRIBE TO CABLE OR SATELLITE SERVICE SHOULD NOT LOSE RECEPTION. FOR MORE INFORMATION, LOG ON TO WWW.DTV.GOV OR CALL TOLL FREE 1-888-CALL FCC.</p>	

30 Minute Educational Programs - Last Quarter

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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	5
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Comments:

THE STATION AIRED THE NAB PRODUCED 30-MINUTE DTV PROGRAM ON THE FOLLOWING DATES AND TIMES:

- 5/21/09 12:00PM
- 5/23/06 5:30PM
- 5/24/09 5:30PM
- 6/6/09 7:30PM
- 6/12/09 12:00PM

DURING THE BROADCAST OF THIS PROGRAM WOLO AIRED THE 60-SECOND DTV COPY AS FOLLOWS:

THE NEW NATIONAL DTV TRANSITION DATE IS JUNE 12, 2009 AS MANDATED BY CONGRESS. ON JUNE 12, 2009 AT 12:30PM WOLO-TV WILL TERMINATE ANALOG BROADCASTING AND OPERATE ONLY ON OUR DIGITAL CHANNEL.

YOU CAN RECEIVE WOLO OVER THE AIR ON VHF CH. 8.1 WITH REGULAR PROGRAMMING & CH. 8.3 WITH OUR WEATHER RADAR AND NATIONAL WEATHER SERVICE INFORMATION.

IF YOU HAVE CABLE, SATELLITE OR ANOTHER TYPE OF PAY SERVICE YOU WILL NOT NOTICED ANY CHANGES IN YOUR RECEPTION.

ALSO ON JUNE 12, 2009 THESE COLUMBIA STATIONS WILL TERMINATE THEIR ANALOG SIGNAL AT 12:30PM AND OPERATE ONLY IN DIGITAL:

- WOLO
- WLTX
- WIS
- WACH

THESE COLUMBIA STATIONS ARE ALREADY BROADCASTING IN DIGITAL :

- WZRB
- WKTC
- ETV

FOR MORE INFORMATION GO TO WWW.DTV.GOV OR WWW.ABCCOLUMBIA.COM OR CALL 1-888-CALL-FCC OR 803-754-7525, EXT. 425.

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	<i>Graphic Displays</i>
62	<i>Animated Graphics</i>
104	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

62 ANIMATED GRAPHICS WERE PRODUCED BY ABC AND AIRED DAILY IN GOOD MORNING AMERICA

BETWEEN 7A-9A FROM 4/13/09-6/12/09.

104 GRAPHIC/AUDIO DISPLAYS AIRED IN THE 6PM & 11PM WOLO-TV LOCAL NEWS MONDAY-FRIDAY AND IN THE 11PM WOLO LOCAL NEWS SATURDAYS/SUNDAYS EFFECTIVE 4/13/09-6/11/09. THE COPY DISPLAYED ON THE SCREEN AND READ BY AN ANNOUNCER:
 "ONLY XX DAYS ARE LEFT UNTIL TELEVISION'S DIGITAL TRANSITION. FOR FREE INSTALLATION OF A CONVERTER BOX YOU CAN CALL 1-888-900-3881. YOU CAN ALSO CALL 1-888-CALL-FCC OR 754-7525 FOR INFORMATION, OR LOG ON TO DTV.GOV OR ABCCOLUMBIA.COM FOR MORE INFORMATION."

THE GRAPHIC INCLUDES THE NUMBER OF DAYS UNTIL THE DTV TRANSITION AND THE SAME TELEPHONE NUMBERS-1-888-900-3881 AND 1-888-CALL-FCC AND WEBSITES (WWW.DTV.GOV AND WWW.ABCCOLUMBIA.COM).

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
<p>Comments:</p> <p>THE STATION AIRED ANTENNA, RESCANNING, AND HELP CENTER MESSAGES THROUGH LOCALLY PRODUCED CRAWLS. THE COPY FOR THE CST'S THAT AIRED IN ROTATION:</p> <p>RESCANNING CRAWL:73 AIRED</p> <p>ON JUNE 12, 2009 AT 12:30PM, WOLO-TV WILL TERMINATE ANALOG SERVICE AND WILL BROADCAST IN DIGITAL ONLY. IF YOU ALREADY HAVE MADE THE SWITCH AND ARE VIEWING DIGITAL TELEVISION USING AN OVER-THE-AIR ANTENNA, WE RECOMMEND THAT YOU PERIODICALLY "RESCAN" (ALSO KNOWN AS "AUTO-TUNE") THE CHANNELS ON YOUR CONVERTER BOX OR DIGITAL TELEVISION. THIS WILL ENSURE THAT YOU WILL CONTINUE TO RECEIVE EVERY AVAILABLE DIGITAL STATION AS MORE STATIONS BECOME AVAILABLE AND AS EXISTING STATIONS CHANGE THEIR CHANNELS OR SERVICE AREA AS PART OF THE NATIONWIDE SWITCH. FOR MORE INFORMATION, LOG ON TO OUR WEBSITE AT WWW.ABCCOLUMBIA.COM OR WWW.DTV.GOV OR WWW.DTVANSWERS.COM OR CALL 1-888-CALL-FCC.</p> <p>ANTENNA INFORMATION: 74 AIRED</p> <p>ON FRIDAY JUNE 12, 2009 AT 12:30PM, WOLO-TV WILL TERMINATE ANALOG SERVICE AND WILL BROADCAST IN DIGITAL ONLY ON VHF CHANNEL 8. EVEN THOUGH YOU CAN CONTINUE TO WATCH WOLO BY TUNING YOUR DTV SET OR CONVERTER BOX TO CHANNEL 25.1, USING A VHF CAPABLE ANTENNA WILL HELP ENSURE RECEPTION OF OUR DIGITAL SIGNAL WHICH IS BROADCAST ON VHF CHANNEL 8. A COMBINATION VHF/UHF ANTENNA WILL HELP ENSURE RECEPTION OF ALL LOCAL SIGNALS. FOR MORE INFORMATION, LOG ON TO OUR WEBSITE AT WWW.ABCCOLUMBIA.COM OR WWW.DTV.GOV OR WWW.DTVANSWERS.COM OR CALL 1-888-CALL-FCC."</p>	

<p>CONSUMER HELP NOTICE: 73 AIRED</p> <p>ON JUNE 12, 2009 AT 12:30PM, WOLO-TV WILL TERMINATE ANALOG SERVICE AND WILL BROADCAST IN DIGITAL ONLY. IF YOU USE AN ANTENNA TO WATCH OUR STATION AND ARE CONCERNED ABOUT LOSING OUR SIGNAL, HELP IS AVAILABLE BY CALLING 1-888-CALL-FCC, OR TTY 1-888-TELL-FCC OR LOCALLY CALLING 803-754-7525.</p>	
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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, 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>WOLO-TV PARTICIPATED IN THE NATIONAL DTV "SOFT TEST" ON 5/21/09 CONDUCTING THE 5 MINUTE SOFT TEST AT 7:30AM, 12:30PM AND 6:30PM.</p> <p>WOLO-TV AIRED 2 STORIES IN OUR 6 & 11PM NEWS PROGRAMS ON JUNE 10, 2009, THE FIRST DEALING WITH "DTV HOOK UPS" AND THE SECOND WAS ON "DTV-READY OR NOT."</p> <p>WOLO-TV PARTICIPATED IN THE "NIGHTLIGHT PROGRAM" FROM 12:30PM 6/12/09-12:30PM 6/26/09 ON OUR ANALOG CHANNEL. THE ON-AIR COPY AIRED AS FOLLOWS:</p> <p>ON JUNE 12, 2009, TELEVISION STATIONS BY LAW TERMINATED THEIR ANALOG SERVICE AND STARTED BROADCASTING IN DIGITAL ONLY.</p> <p>IF YOU ARE SEEING THIS MESSAGE, YOUR TV IS NOT READY FOR DIGITAL RECEPTION AND WILL NO LONGER RECEIVE TELEVISION STATIONS' PROGRAMMING INCLUDING EMERGENCY NOTIFICATIONS. TO RECEIVE OVER-THE-AIR TELEVISION SERVICE, YOU MUST OBTAIN A DIGITAL TELEVISION RECEIVER OR DIGITAL-TO-ANALOG CONVERTER BOX, WHICH ARE AVAILABLE AT MANY LOCAL RETAILERS.</p> <p>FOR MORE INFORMATION ABOUT HOW TO CONTINUE RECEIVING TELEVISION SERVICE, CALL 1-888-CALL-FCC (1-888-225-5322) OR WOLO-TV AT 803-754-7525, EXT. 425.</p> <p>OR LOG ON TO WWW.DTV.GOV OR WWW.ABCCOLUMBIA.COM.</p> <p>THE STATION ALSO AIRED THIS COPY IN SPANISH.</p>	
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
<p>Comments:</p> <p>THE WOLO WEBSITE OFFERS INFORMATION ON THE DTV TRANSITION WITH INFORMATION REGARDING DTV WALK-IN AND HELP CENTERS IN THE COLUMBIA DMA AND HOW TO GET ASSISTANCE. THE FOLLOWING LINKS ARE FEATURED FOR ADDITIONAL HELP: DTV.G.OV, DTVANSWERS.COM, HDTVINFOPORT.COM, ANTENNAWEB.ORG, ANTENNASDIRECT.COM, TVFOOL.COM AND WINEGARDDIRECT.COM.</p>	
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.	

<input type="checkbox"/> Speaking Engagements Comments:
<input type="checkbox"/> Community Events Comments:
<input checked="" type="checkbox"/> Other (describe) Comments: WOLO STATION MANAGER DAVE AIKEN PARTICIPATED IN A LOCAL INTERVIEW RADIO PROGRAM ON MONDAYS 4/6-6/1/09 ON WOIC RADIO BETWEEN 5:05PM-5:20PM DISCUSSING THE DTV TRANSITION AND PUBLICIZING DTV INFORMATION CONSUMERS NEED TO BE AWARE OF.
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.
Comments: WOLO ALSO AIRED A LOCALLY PRODUCED SPOT ON HOW TO TUNE IN WOLO ON VHF CH. 8 AND THE PROPER USE OF AN ANTENNA. THIS IS NOT INCLUDED IN THE TOTAL NUMBER OF SPOTS AIRED FROM ABOVE. THIS SPOT AIRED FROM 4/1/09-6/12/09. 67 OF THESE SPOTS AIRED 5AM-1AM, 25 AIRED 6AM-9AM AND 1 AIRED 6PM-11:35PM. :30 COPY: DIGITAL TV IS HERE. HERE'S HOW TO RECEIVE THE WOLO DIGITAL SIGNAL. FIRST, IF YOU ARE ON CABLE OR SATELLITE YOU DON'T HAVE TO DO ANYTHING. IF YOU ARE USING A TV WITH AN ANTENNA YOU WILL NEED A CONVERTER BOX AND A VHF/UHF ANTENNA TO PICK UP THE DIGITAL SIGNAL. HOOK THE BOX TO YOUR TV AND SCAN THE CHANNELS. IF YOU HAVE A PROBLEM GETTING WOLO-DT, MANUALLY INSERT CH. 8.1. THE SCREEN WILL DISPLAY 8.1 AND THEN CHANGE TO 25.1. BE SURE YOU SAVE THIS SETTING. RESCAN YOUR BOX. IF YOU HAVE QUESTIONS GO TO OUR WEBSITE ABCCOLUMBIA.COM AND CLICK ON DTV OR CALL 803-754-7525. ????? WOLO-TV ALSO AIRED A TOTAL OF 12 NAB-PRODUCED CONSUMER :30 SPOTS BETWEEN 6A-9A ON RESCANNING, ANTENNA AND CONSUMER INFORMATION FROM 4/1/09-6/12/09.

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 STATION MANAGER
Signature DAVID AIKEN, JR.	Date (mm/dd/yyyy) 07/10/2009

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. 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.