

Federal Communications Commission

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Description: WOLO 3Q 2008 388
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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. -20081009AMZ	
Licensee SOUTH CAROLINA BROADCASTING PARTNERS					
Call Sign WOLO-TV		Facility Id 60963		Previous Call Sign (if applicable)	
Community of License					
City COLUMBIA		State SC	County RICHLAND		Zip Code 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	8				
Report reflects information for quarter ending: 09/30/2008					
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, 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	273
Total 5:00 a.m. to 1:00 a.m. CSTs	311
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	31
Total 6:00 a.m. to 9:00 a.m. CSTs	2
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	94
Total 6:00 p.m. to 11:35 p.m. CSTs	106
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
<p>Comments:</p> <p>OF THE TOTAL 273 PSAS 5AM-1AM, 244 WERE LOCAL WOLO PSAS AND 26 WERE ABC PRODUCED PSAS, 3 WERE EBERT & ROEPER PRODUCED PSAS. 233 WERE LOCAL CRAWL AND 78 WERE ABC CRAWLS. 6AM-9AM-25 WERE LOCAL WOLO PSAS AND 6 WERE ABC PRODUCED, 2 CRAWLS WERE WOLO PRODUCED. 6PM-11:35PM, 78 WERE WOLO PRODUCED PSAS, 13 WERE ABC PRODUCED PSAS AND 3 WERE EBERT & ROEPER PRODUCED PSAS. 80 CRAWLS WERE WOLO PRODUCED AND 26 CRAWLS WERE PRODUCED BY ABC.</p> <p>THIS IS THE WOLO PRODUCED COPY: "BY LAW ON FEB. 17, 2009 ALL BROADCAST TV ANALOG SIGNALS WILL NO LONGER BE AVAILABLE. TO RECEIVE WOLO PROGRAMMING AFTER THAT DATE, YOU MUST USE A TV WITH A DIGITAL RECEIVER OR OBTAIN A DIGITAL-TO-ANALOG CONVERTER BOX AND HOOK IT UP TO YOUR ANALOG TV WITH AN ANTENNA. THIS BOX WILL ALLOW TO CONTINUE TO RECEIVE WOLO ON CH. 25.1 AND HDTV HIGH DEFINITION PROGRAMMING ON CH. 25.1. IF YOU RECEIVCE WOLO THROUGH A CABLE OR SATELLITE SERVICE, YOU DO NOT NEED TO TAKE ACTION. FOR MORE DETAILS GO TO ABC COLUMBIA.COM OR DTV.GOV."</p> <p>THE ABC & EBERT & ROEPER COPY FEATURED THE NAB ANNOUCEMENT ON THE DIGITAL TRANSISTION.</p> <p>LOCAL CST IS 50 SECONDS AND TEXT IS: "BY LAW ALL ANALOG TV BROADCASTS MUST CEASE BY FEBRUARY 17, 2009. WOLO WILL CEASE ANALOG BROADCASTS ON FEB. 17, 2009. FOR MORE DETAILS, INCLUDING HOW TO CONTINUE TO RECEIVE WOLO'S PROGRAMMING, PLEASE GO TO ABC COLUMBIA.COM OR WWW.DTV.GOV."</p>	

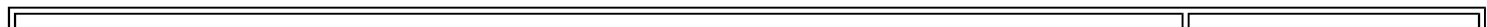
30 Minute Educational Programs - Last Quarter

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
<p>Comments:</p> <p>THE STATION AIRED A 30-MINUTE NAB-PRODUCED DTV PROGRAM ON SUNDAY, 8/24/08, FROM 6:30-7PM.</p>	

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
0	Graphic and Audio Displays
0	Longer Form Reminders
<p>Comments:</p>	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION PARTICIPATED IN A DTV :30 ROADBLOCK AT 6:59PM ON SATURDAY 8/2/08 SPONSORED BY THE SOUTH CAROLINA BROADCASTERS ASSOCIATION. ALL PARTICIPATING STATIONS IN SOUTH CAROLINA, INCLUDING WOLO, AIRED A :30 DTV PSA AT THAT TIME.	
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
Comments: THE WOLO-TV WEBSITE OFFERS INFORMATION ON THE DTV TRANSITION WITH THE FOLLOWING LINKS: DTV2009.GOV, DTVANSWERS.COM, HDTVINFOPORT.COM, ANTENNAWEB.ORG, ANTENNASDIRECT.COM, TVFOOL.COM, AND WINEGARDDIRECT.COM.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: DAVE AIKEN MADE A DTV PRESENTATION BEFORE THE CAPITAL SENIOR CENTER ON JULY 17, 2008.	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: DAVE AIKEN APPEARED ON WISW RADIO ON 9/23/08 IN MORNING DRIVE 7-9AM TO DISCUSS THE DIGITAL TRANSITION AND TOOK PHONE CALLS FROM LISTENERS WITH THEIR DTV QUESTIONS. ALSO, ON WEDNESDAY 9/10/08 WOLO-TV HAD A BOOTH AT THE MIDLANDS TECH JOB FAIR HANDING OUT DTV INFORMATION AND DISCUSSING THE DTV TRANSITION WITH INTERESTED STUDENTS AND FACULTY.	
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 STATION MANAGER
Signature DAVID AIKEN	Date (mm/dd/yyyy) 10/09/2008

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.