

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. -20090709AIX	
Licensee COMMUNITY TELEVISION OF VIRGINIA LICENSE, LLC					
Call Sign WTVR-TV		Facility Id 57832		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
RICHMOND		VA	RICHMOND CITY		23230 -
Nielsen DMA RICHMOND-PETERSBURG		World Wide Web Home Page Address WWW.WTVR.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	6				
<input checked="" type="checkbox"/> Digital	25				
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 type="radio"/> Yes <input checked="" type="radio"/> No	
Comments: WTVR-TV ACKNOWLEDGES A DE MINIMIS VIOLATION OF THE FCC'S DTV CONSUMER EDUCATION RULES. WTVR-TV DID NOT BEGIN BROADCASTING ITS 2% SERVICE LOSS NOTICES UNTIL MAY 1, 2009. UPON REALIZING ITS ERROR, WTVR-TV PROMPTLY SCHEDULED NEW SERVICE LOSS NOTICES TO AIR EVERY DAY -- AND OFTEN SEVERAL TIMES PER DAY -- UNTIL THE STATION TERMINATED ANALOG OPERATIONS ON JUNE 12, 2009. DESPITE THIS ERROR, WTVR-TV BELIEVES IT DEMONSTRATED AN EXTRAORDINARY COMMITMENT TO EDUCATING ITS VIEWERS ABOUT THE DTV TRANSITION. THE STATION AVERAGED ALMOST 23 PSAS AND 31 CSTS PER WEEK FOR THE ELEVEN WEEKS IT BROADCAST AN ANALOG SIGNAL. IT ALSO BROADCAST TWO 30 MINUTES DTV EDUCATIONAL PROGRAMS DURING THE SECOND QUARTER AND BROADCAST DOUBLE THE AMOUNT OF COUNTDOWN GRAPHICS AS REQUIRED. MOREOVER, SECTION D DESCRIBES THE SIGNIFICANT VOLUNTARY EFFORTS WTVR-TV MADE TO EDUCATE ITS VIEWERS -- PARTICULARLY IN THE CRITICAL LAST FEW WEEKS OF THE TRANSITION. TAKEN AS A WHOLE, WTVR-TV BELIEVES ITS OVERALL EFFORT TO REACH AS MANY VIEWERS AS POSSIBLE IN A VARIETY OF MEANS SHOULD MITIGATE ITS FAILURE TO COMMENCE ITS SERVICE LOSS NOTICES ON APRIL 1.					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input checked="" type="radio"/> Yes <input 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?	<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	250
Total 5:00 a.m. to 1:00 a.m. CSTs	344

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	8

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	60
Total 6:00 p.m. to 11:35 p.m. CSTs	197

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:
 WTVR AIRED 250 LOCALLY PRODUCED PSA'S AND 344 LOCALLY PRODUCED CSTS. ALL PSA'S WERE CLOSED CAPTIONED.

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	2
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Comments:

WTVR-TV AIRED 2 30 MINUTE DTV SPECIALS, PRODUCED BY THE NAB. SHOWS AIRED ON 5/25/09 AT 9AM AND 6/10/09 AT 7PM.

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

Comments:

ALTHOUGH WTVR-TV WAS NOT REQUIRED TO COMMENCE ITS DTV COUNTDOWN UNTIL APRIL 13, IT STARTED ITS COUNTDOWN ON APRIL 1 AND CONTINUED IT EVERY DAY UNTIL JUNE 12.

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
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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
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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
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Comments:

WTVR AIRED 216 ANTENNA NOTICES, 76 RESCANNING NOTICES, AND 134 HELP CENTER NOTICES.

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	<input checked="" type="radio"/> Yes <input type="radio"/> No
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particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.

Comments:

WTVR-TV AIRED RESCAN, HELP CENTER, SIGNAL LOSS, ANTENNA AND TRANSITION CRAWLS BETWEEN 5AM-7AM, MON-FRI, 5 TIMES PER HOUR BEGINNING 6/01/09 THRU 6/15/09. NEWS RAN 2-3 MIN SEGMENTS EACH DAY DURING 5AM, 6AM, 5PM, 530PM, 6PM & 11PM NEWSCASTS BEGINNING 4/30/09 THRU 6/12/09. EACH NEWSCAST DISCUSSED COUNTDOWN, HELP CENTERS, RESCANS, ANTENNA, SIGNAL LOSS AND CONVERTER BOX INFORMATION. OUR DIRECTOR OF OPERATIONS, WAS FEATURED ON WTVR'S LOCALLY PRODUCED SHOW, VA THIS MORNING, ON 5/28/09 & 6/5/09 AS WELL AS TWO NEWSCASTS ON 5/04/09 & 6/11/09. EACH SEGMENT WAS 4 MIN 30 SEC IN LENGTH AND DISCUSSION INCLUDED TRANSITION, DTV COUPONS, HELP CENTER NUMBERS, CONVERTER BOX INSTALLS, SIGNAL LOSS. WTVR RAN ADDITIONAL RESCAN & HELP CENTER CRAWLS 6/13/09 THRU 6/14/09 FROM 5AM-11PM. WTVR PARTICIPATED IN THREE NATIONAL SOFT TESTS CONDUCTED ON 5/25/09. EACH TEST WAS 5 MIN IN LENGTH AND A PHONE BANK WAS CONDUCTED AFTER EACH TEST. WTVR SIGNED OFF ON THE ANALOG ON 6/12/09 AT 11:59:59AM MENTIONING THE UPGRADE TO DIGITAL. WTVR ALSO CONDUCTED A ONE WEEK (6/12/09 THRU 6/15/09) LOCAL PHONE BANK ADVISING VIEWERS OF HOW TOS FOR CONVERTER BOX INSTALLS AS WELL AS RESCANS, ADDITIONAL HELP CENTERS AVAILABLE.

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:

WTVR-TV PROVIDED A SPECIAL SECTION ON ITS WEBSITE, TITLED "THE BIG SWITCH", WHICH FEATURED A COUNTDOWN CLOCK TO THE TRANSITION DATE, INFORMATION ON THE DTVE TRANSITION AND RELATED WEBSITE LINKS, INCLUDING A LINK TO THE NTIA CONVERTER BOX PROGRAM WEBSITE, HELP CENTER PHONE NUMBERS & LOCATIONS, AND SIGNAL LOSS NOTIFICATION WITH A COVERAGE MAP INDICATING THE 2 PERCENT OF AREAS WE WOULD BE LOSING VIEWERS.

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:

Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on <http://www.dtv.gov>, predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that

station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.

A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air 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. Did your station run these notices, in addition to any other consumer education efforts required by these rules?

Yes No

Comments:

WTVR AIRED 68 SERVICE LOSS NOTICES.

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

PETER MARONEY

Signature

PETER MARONEY

Date (mm/dd/yyyy)

07/09/2009

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).

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-PERF, 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.

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 72087

Description: SECOND QUARTER 2009 DTV EDUCATION REPORT
Application Reference Number: 20090709AIX
Successfully filed at Jul 9 2009 4:05PM

Based on the information supplied, no fee is required.

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