

Federal Communications Commission

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Account number: 154289

Description: WOLO-TV 2008 4Q DTV FORM
Application Reference Number: 20090112AMY
Successfully filed at Jan 12 2009 4:04PM

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| Federal Communications Commission Washington, D.C. 20554 | | Approved by OMB 3060-1115 (March 2008) | | FOR FCC USE ONLY | |
| FCC 388 | | | | FOR COMMISSION USE ONLY | |
| DTV Quarterly Activity Station Report | | | | FILE NO. -20090112AMY | |
| 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 | 8 | | | | |
| 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)? <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

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|---|-----|
| 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 | 276 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 313 |

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.?

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|--------------------------------------|----|
| Total 6:00 a.m. to 9:00 a.m. PSAs | 51 |
| 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 | 90 |
| Total 6:00 p.m. to 11:35 p.m. CSTs | 111 |

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)?

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|---------------------------------------|---|
| Total 5:00 p.m. to 10:35 p.m. PSAs | 0 |
| Total 5:00 p.m. to 10:35 p.m. CSTs | 0 |

Comments:

OF THE TOTAL 276 PSA'S 5AM-1AM, 250 WERE LOCAL WOLO PSA'S AND 26 WERE ABC PRODUCED PSA'S. OF THE TOTAL 313 CRAWLS, 234 WERE LOCAL CRAWL AND 79 WERE ABC CRAWLS.

6AM-9AM: 45 WERE LOCAL WOLO PSA'S AND 6 WERE ABC PRODUCED; 2 CRAWLS WERE WOLO PRODUCED.

6PM-11:35PM: 77 WERE WOLO PRODUCED PSA'S AND 13 WERE ABC PRODUCED PSA'S; 85 CRAWLS WERE WOLO PRODUCED AND 26 CRAWLS WERE PRODUCED BY ABC.

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.

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 ABCCOLUMBIA.COM OR WWW.DTV.GOV."

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.

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| Total number of 30 Minute Informational Programs | 1 |
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Comments:

THE STATION AIRED A 30-MINUTE NAB-PRODUCED DTV PROGRAM ON SATURDAY 12/13/08, 7:30-8PM.

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 | <i>Graphic Displays</i> |
| 52 | <i>Animated Graphics</i> |
| 86 | <i>Graphic and Audio Displays</i> |
| 0 | <i>Longer Form Reminders</i> |

Comments:
 52 ANIMATED GRAPHICS WERE PRODUCED BY ABC AIRING DAILY IN GOOD MORNING AMERICA.

 86 GRAPHIC/AUDIO DISPLAYS AIRED IN THE 6 & 11PM WOLO-TV LOCAL NEWS MONDAY-FRIDAY AT 6 & 11PM AND SATURDAY/SUNDAY AT 11PM. THE COPY READS: "ONLY XX DAYS ARE LEFT UNTIL TELEVISION'S DIGITAL TRANSITION. WILL YOU STILL BE ABLE TO WATCH YOUR FAVORITE SHOWS AFTER FEB. 17, 2009. CALL 1-888-DTV-2009. OR VISIT DTVANSWERS.COM OR ABC COLUMBIA.COM FOR MORE INFORMATION." THE GRAPHIC INCLUDES THE NUMBER OF DAYS UNTIL THE DTV TRANSITION AND THE SAME TELEPHONE NUMBER (888-DTV2009) AND WEBSITES (WWW.DTVANSWERS.COM AND WWW.ABCCOLUMBIA.COM).

Section D (For all broadcasters)

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| 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: STATION AIRED A THREE PART NEWS SERIES ON THE DTV CONVERSION AT 11PM ON 11/11/08, 11/18/08, 11/25/08 IN OUR LOCAL NEWS. ON 11/18/08 AT 6PM, STATION CONDUCTED A SOFT TEST WITH A REPORTER EXPLAINING WHAT WAS GOING TO HAPPEN. THEN THE ANALOG SIGNAL WAS INTERRUPTED WITH THE FOLLOWING GRAPHIC: "THIS STATION IS CONDUCTING A TEST TO ENSURE YOU ARE PREPARED FOR THE SWITCH TO DIGITAL ON FEB. 17, 2009. IF YOU ARE ON CABLE OR SATELLITE AND ARE SEEING THIS MESSAGE CALL YOUR CABLE OR SATELLITE COMPANY. IF YOU DO NOT HAVE CABLE OR SATELLITE AND ARE SEEING THIS MESSAGE YOU WILL NEED A DTV CONVERTER BOX OR A TELEVISION SET WITH A DIGITAL TUNER. IF YOU HAVE QUESTIONS CALL OUR EXPERTS AT WOLO-TV 803-754-752 OR GO ON THE WEB TO WWW.DTV2009.GOV OR WWW.ABCCOLUMBIA.COM." ON 12/17/08, STATION PARTICIPATED IN THE SOUTH CAROLINA BROADCASTERS ASSOCIATION SOFT TEST, WHICH AIRED FROM 7:30PM-7:35PM FOR 5 MINUTES. THE GRAPHIC INFORMATION MENTIONED ABOVE WAS USED ON THIS TEST ALSO. | |
| 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 | |

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| Comments: CHRIS BAILEY, VP/GM OF WOLO-TV, AND DAVE AIKEN, STATION MANAGER OF WOLO-TV, SPOKE ON THE DIGITAL CONVERSATION TO THE GREATER COLUMBIA CHAMBER OF COMMERCE BUSINESS AT ITS MIDDAY MEETING ON THURSDAY 11/13/08 TO APPROX. 250 MEMBERS OF THE BUSINESS COMMUNITY. |
| <input type="checkbox"/> Community Events Comments: |
| <input checked="" type="checkbox"/> Other (describe) Comments: DAVE AIKEN DID A 5 MINUTE SEGMENT ON WISW RADIO AT 9:30AM ON WEDNESDAY 12/31/08 ON THE DIGITAL CONVERSION. |
| 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.

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|---|---|
| Typed or Printed Name of Person Signing | Typed or Printed Title of Person Signing STATION MANAGER |
| Signature DAVID AIKEN | Date (mm/dd/yyyy) 01/12/2009 |

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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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.