

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. BDERCT-20090108AEL	
Licensee BARRINGTON COLUMBIA LICENSE LLC					
Call Sign WACH		Facility Id 19199		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
COLUMBIA		SC	RICHLAND		29201 -
Nielsen DMA COLUMBIA SC		World Wide Web Home Page Address WWW.MIDLANDSCONNECT.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	57				
<input checked="" type="checkbox"/> Digital	48				
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<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 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	362
Total 5:00 a.m. to 1:00 a.m. CSTs	215

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	37
Total 6:00 a.m. to 9:00 a.m. CSTs	14
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	130
Total 6:00 p.m. to 11:35 p.m. CSTs	73
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments:	

**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	0
Comments: WACH-TV WILL AIR FCC DTV 30-MINUTE PROGRAM THREE TIMES IN JANUARY 2009 AND TWO TIMES IN FEBRUARY 2009	

**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>
0	<i>Animated Graphics</i>
98	<i>Graphic and Audio Displays</i>
19	<i>Longer Form Reminders</i>
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, 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 WACH-TV NEWS DEPARTMENT PRODUCED A NUMBER OF NEWS PACKAGES (2-5MIN) CALLING ATTENTION TO THE UPCOMING CONVERSION WITH INSTRUCTIONS ON THE ACQUISITION OF CONVERTER BOX COUPONS AND THE INSTALLATION OF CONVERTER BOXES.	
<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: THE WACH-TV WEBSITE CONTAINS SIX VIDEO PRESENTATIONS WHICH EXPLAIN THE DTV CONVERSION, INSTRUCTIONS ON THE ACQUISITION OF CONVERTER BOXES, THE APPLICATION FOR CONVERTER BOX COUPONS, AND LINKS TO FCC WEBSITES FOR MORE INFORMATION.	
<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 checked="" type="checkbox"/> Speaking Engagements  Comments: WACH-TV GENERAL MANAGER SCOTT MCBRIDE SPOKE TO SEVERAL COMMUNITY ORGANIZATIONS ON THE DTV CONVERSION AS A PARTICIPANT IN A NAB SPEAKERS BUREAU.	
<input checked="" type="checkbox"/> Community Events  Comments: WACH-TV SPONSORED A BOOTH AT THE SC STATE FAIR SHOWING A CONVERTER BOX AND EXAMPLES OF INSTALLATION OF THE BOX TO A TV SET, AS WELL AS PERSONNEL TO ANSWER QUESTIONS ABOUT DTV CONVERSION.	
<input checked="" type="checkbox"/> Other (describe)  Comments: WACH-TV CONDUCTED A CONTEST, AWARDING BEAM ANALOG ANTENNAS TO CONTESTANTS IN LINE WITH THE DTV CONVERSION	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments: ON WED., 12/17/08, 7:30-7:35PM, WACH-TV, IN CONJUNCTION WITH OTHER MEMBER STATIONS OF THE SCBA, CONDUCTED A "SOFT" SHUTDOWN OF ITS ANALOG SIGNAL. SIMULATED "SNOW" WAS BACKGROUND FOR TEXT MESSAGE DIRECTING VIEWERS TO CALL THE STATION IF THEY WERE NOT RECEIVING A VIEWABLE SIGNAL. CALLERS WERE TOLD ABOUT THE DTV CONVERSION, RECEIVED INSTRUCTIONS ON THE INSTALLATION OF THE CONVERTER BOX, AND HOW TO APPLY FOR CONVERTER BOX COUPONS. THEY WERE DIRECTED TO FCC WEBSITES FOR MORE INFORMATION.	

<b>Station Certification</b> 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 REESE BARKLEY	Typed or Printed Title of Person Signing REESE BARKLEY
Signature REESE BARKLEY	Date (mm/dd/yyyy) 01/08/2009

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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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](mailto: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.

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