

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. BDERET-20081010ASU	
Licensee WXXI PUBLIC BROADCASTING COUNCIL					
Call Sign WXXI-TV		Facility Id 57274		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
ROCHESTER		NY	MONROE		14614 -
Nielsen DMA ROCHESTER NY		World Wide Web Home Page Address WWW.WXXI.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	21				
<input checked="" type="checkbox"/> Digital	16				
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 type="radio"/> Option Two (B and D) <input checked="" 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 C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).	
Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?	<input checked="" type="radio"/> Yes <input type="radio"/> No
30 Minute Educational Programs - Last Quarter	
How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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 2	
Comments: WE AIRED VOICES #207 "WIRELESS TV" 07/06/08 AT 21:00 ON 21.2. THE PROGRAM IS 56:46 IN LENGTH. VOICES IS A LECTURE SERIES HELD AT WXXI STUDIOS AND RECORDED AND AIRED.	

WE AIRED THE ABC'S OF HDTV ON 09/07/08 AT 23:30 ON 21.1. THE PROGRAM IS 26:46 IN LENGTH.

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: WXXI AM 1370 PRODUCED MIXED MEDIA SEGMENTS THAT AIRED DURING ALL THINGS CONSIDERED: MIXED MEDIA: DTV UPDATE 07/16/08 MIXED MEDIA CONTINUES TO NAG YOU ABOUT THE TRANSITION TO DIGITAL TELEVISION, THIS TIME WITH AN IRONIC TWIST. MIXED MEDIA: OLYMPICS GO DIGITAL 08/20/08 EVERY BEAD OF SWEAT, EVERY GLINT OF GOLD, IN DIGITAL CLARITY. MIXED MEDIA: WILMINGTON GOES DIGITAL 09/17/08 WHAT DOES A MEDIUM-SIZED NORTH CAROLINA TOWN HAVE TO DO WITH TELEVISION'S DIGITAL TRANSITION? A LOT, IT TURNS OUT. ALL OF WXXI'S RADIO SERVICES (FM 91.5, AM 1370, FM 88.5 AND FM 90.3) BEGAN RUNNING :30 SPOTS ABOUT THE DTV CHANGE ON SEPTEMBER 15, 2008. THEY AIR ONCE A DAY IN VARIOUS DAYPARTS.	
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: WXXI PROVIDES A COMPREHENSIVE SITE DESIGNED TO AID CITIZENS IN LEARNING ABOUT THE DTV TRANSITION. HTTP://WXXI.ORG/DTV FEATURES STREAMING SPOTS, A LINK TO APPLY FOR CONVERTER BOX COUPONS, FAQ'S, BLOGS, AND A PLACE TO POSE QUESTIONS. THERE ARE LINKS TO VARIOUS RESOURCES TO FURTHER EDUCATE AND INFORM VISITORS TO OUR SITE.	
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: NORM SILVERSTEIN, WXXI PRESIDENT AND CEO, SPOKE TO THE JEWISH COMMUNITY CENTER, MEN IN TRANSITION PROGRAM ABOUT THE DTV TRANSITION. THERE WERE ABOUT 100 PEOPLE IN ATTENDANCE.	
<input checked="" type="checkbox"/> Community Events Comments: COMMUNITY FESTIVALS - WXXI PARTICIPATED IN A VARIETY OF SUMMERTIME FESTIVALS, AND THIS YEAR OUR BOOTH HAD A DTV FOCUS. IN ADDITION TO HAVING LITERATURE ABOUT THE DTV TRANSITION AT THE BOOTH, WE ALSO HOSTED A DRAWING TO WIN AN HDTV SET. WE COLLECTED NAMES THROUGHOUT THE SUMMER AND THE WINNING NAME WAS DRAWN AT OUR OPEN HOUSE ON SEPTEMBER 27, 2008. WXXI REPRESENTATIVES INTERACTED WITH APPROXIMATELY 15,000 PEOPLE AT THE FESTIVALS. SPEAKING OF WOMEN'S HEALTH CONFERENCE - WXXI HOSTS AN ANNUAL WOMEN'S HEALTH CONFERENCE AND THIS YEAR WE DEDICATED A FULL PAGE IN THE PROGRAM BOOK TO EDUCATE THE	

1200 ATTENDEES ABOUT THE DTV TRANSITION. WE ALSO HAD A WXXI BOOTH AT THE EVENT, WHERE WE OFFERED LITERATURE ON THE TRANSITION.

DTV DISPLAY - IN WXXI'S MAIN LOBBY WE CREATED A SPECIAL DTV TRANSITION DISPLAY. THE SETTING - AN "ARCHIE BUNKER"-TYPE 1970'S LIVING ROOM, COMPLETE WITH A BARCALOUNGER, TRAY TABLE AND THE PERFECT OLD TV (WHICH WE PICKED UP FROM THE LOCAL THRIFT STORE). WE CONNECTED A DIGITAL CONVERTER BOX TO THE TV AND HAVE BEEN RUNNING THE DTV CHANNELS OFF IT 24/7. AT OUR OPEN HOUSE (SEE BELOW) WE EXPLAINED HOW THE DTV CONVERTER BOX WORKS AND DEMONSTRATED ITS USE. THE DISPLAY WILL REMAIN IN OUR LOBBY THROUGH THE ANALOG SHUTOFF DATE.

OPEN HOUSE - ON SEPTEMBER 27, 2008 WXXI HOSTED AN OPEN HOUSE IN CELEBRATION OF ITS 50TH ANNIVERSARY. WE TOOK THIS OPPORTUNITY TO SHARE, WITH THE 3,000 GUESTS THAT ATTENDED THE EVENT, INFORMATION ABOUT DIGITAL TELEVISION. IN ADDITION TO OUR DTV DISPLAY (SEE ABOVE), WE INVITED ROWE PHOTO, VIDEO AND AUDIO TO SHOWCASE SOME OF THEIR NEW HDTV SETS AND EXPLAIN THE MANY OPTIONS AVAILABLE TO THE PUBLIC. ROWE ALSO DONATED THE HDTV SET THAT WE GAVE AWAY AT THE OPEN HOUSE. SEE ADDITIONAL NOTES BELOW FROM OUR VP OF TECHNOLOGY, KENT HATFIELD.

Other (describe)

Comments:

DTV INSERT IN OUR MEMBER MAGAZINE - WE CREATED AN 8-PAGE, 4-COLOR DTV BROCHURE THAT IS BEING INSERTED INTO OUR MEMBER MAGAZINES. WE HAD A LARGE QUANTITY PRINTED AND PLAN TO INSERT THEM INTO OUR MEMBER MAGAZINE IN THE MONTHS LEADING UP TO THE FEBRUARY ANALOG SHUTOFF. THEY ARE ALSO USED AS A STAND-ALONE PIECE, AND HAVE BEEN DISTRIBUTED AT FESTIVALS, OUR OPEN HOUSE, AND OTHER EVENTS.

GENERAL MAILINGS - BUCK SLIPS WERE INSERTED INTO PLEDGE REMINDERS AND THANK YOU LETTERS (APPROXIMATELY 5,000).

TECHNICAL SUPPORT - WXXI ENGINEERS CONTINUE TO VISIT HOMES WHERE POSSIBLE TO ASSIST VIEWERS WITH CONVERTER BOX AND OTHER DTV ISSUES. THIS QUARTER WXXI MADE 20 HOME VISITS (TO HELP MEMBERS SET UP THEIR CONVERTER BOXES) AND 40 PHONE CALLS TO TALK PEOPLE THROUGH CONVERTER BOX INSTALLATION.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

ON SEPTEMBER 27, 2008 WXXI STAGED AN OPEN HOUSE WITH AN ATTENDANCE OF ABOUT 3,000 LOCAL RESIDENTS. AT THE FRONT LOBBY WXXI POSITIONED A DTV READINESS BOOTH STAFFED BY TWO SENIOR ENGINEERING MANAGEMENT STAFF. THIS BOOTH DISPLAYED A WORKING DTV SET-TOP BOX ON A VERY OLD COLOR TELEVISION SET. IN FOUR HOURS, THE TWO STAFF ENGINEERS SPOKE PERSONALLY TO MORE THAN 85 FAMILIES REGARDING THE DTV SET-TOP CONVERTER PROGRAM. OF THE 85 FAMILIES THAT HAD NO IDEA ABOUT THE COMING ANALOG CUT-OFF, ALL WERE PROVIDED HANDOUTS DIRECTING THEM TO APPLY FOR THE SET-TOP COUPONS AND GIVING THEM HINTS FOR DTV RECEPTION IN THE ROCHESTER MARKET. A COMPUTER WAS PROVIDED TO ALLOW THOSE FAMILIES TO APPLY IMMEDIATELY FOR SET-TOP BOX COUPONS.

SEVERAL OTHERS HAD QUESTIONS REGARDING THEIR SET-TOP BOXES AND MANY OTHERS THAT HAD SET-TOP BOXES DID NOT REALIZE THAT THE LOCAL STATIONS WERE BROADCASTING IN DIGITAL. OTHERS COMPLAINED THAT THEIR COUPONS HAD EXPIRED AND THEY COULD NOT OBTAIN REPLACEMENT COUPONS. WE ADVISED THOSE FAMILIES TO CONTACT A NEIGHBOR OR OTHER FAMILY THAT WOULD NOT NEED THE COUPONS TO APPLY IN THEIR BEHALF. WXXI GAVE AWAY A DTV TELEVISION SET AS WELL AS A SET-TOP BOX.

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 EXECUTIVE VICE PRESIDENT/GENERAL MANAGER
Signature SUSAN ROGERS	Date (mm/dd/yyyy) 10/10/2008

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).

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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. 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: 45528

Description: WXXI 3RD QUARTER DTV ACTIVITY REPORT
Application Reference Number: 20081010ASU
Successfully filed at Oct 10 2008 12:02PM

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