

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. BDERET-20090410ADO	
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: 03/31/2009					
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 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	
<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 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
<b>30 Minute Educational Programs - Last Quarter</b>	
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 June 12, 2009.	
Total number of 30 Minute Informational Programs 10	
Comments: WE AIRED "DTV 101: GET THE PICTURE ON THE DIGITAL CONVERSION #102" ON JANUARY 22, 2009. THIS WAS AN HOUR LONG CALL-IN SHOW. OUR PHONEBANKS WERE GOING WELL PAST WHEN WE SIGNED	

OFF. IT WAS A HUGE SUCCESS, PROVIDING MANY VIEWERS THE ANSWERS TO THE MOST COMMON QUESTIONS REGARDING THE COUPON PROGRAM, CONVERTER BOX INSTALLATION, AND ANTENNA USAGE. WE RECEIVED 187 CALLS THAT NIGHT. WE AIRED "GET READY FOR THE DIGITAL TRANSITION" NINE TIMES IN THE QUARTER IN A VARIETY OF TIMES ON WXXI-HD, AND ON CITY12.

#### 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
<p>Comments:</p> <p>723 SPOTS RAN ACROSS OUR RADIO SERVICES (WXXI-AM, WXXI-FM, WRUR, WJSL AND REACHOUT RADIO; PLUS HD 1 AND HD 2)</p> <p>OUR DAILY TALK SHOW "1370 CONNECTION" FEATURED THE LATEST ON THE DIGITAL TV TRANSITION, WITH RACHEL WARD AND SCOTT FYBUSH ON THURSDAY 1/22/09 AT 1 P.M. ON TUESDAY 2/17 AT 12:00 NOON THE PROGRAM FOCUSED ON THE ONSET OF THE DIGITAL TELEVISION AGE WITH SCOTT FYBUSH AND RACHEL WARD.</p> <p>WXXI PRODUCED AND AIRED THE FOLLOWING MIXED MEDIA SEGMENTS:</p> <p>(2009-03-26) A DIGITAL TELEVISION UPDATE  (2009-03-11) DTV CONVERTER BOX COUPONS  (2009-02-11) REMEMBER HOW WE KEPT TELLING YOU ABOUT THAT FEBRUARY 17 DEADLINE TO CONVERT TO DIGITAL TELEVISION?  (2009-02-04) IT'S OFFICIAL, YOU HAVE UNTIL JUNE TO CONVERT TO DIGITAL TELEVISION  (2009-01-29) THE CONTINUING SAGA OF WHETHER OR NOT TO DELAY THE TRANSITION FROM ANALOG TO DIGITAL TELEVISION.</p>	
<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
<p>Comments:</p> <p>WXXI PROVIDES A COMPREHENSIVE SITE DESIGNED TO AID CITIZENS IN LEARNING ABOUT THE DTV TRANSITION. <a href="http://wxxi.org/dtv">HTTP://WXXI.ORG/DTV</a> 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.</p>	
<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	
<p>Comments:</p> <p>DTV TRANSITION 1/8/09 2PM SENATOR CLINTON DTV TRANSITION MEETING.  SPEAKER: NORM SILVERSTEIN, FCC STAFF</p> <p>DTV - ARE YOU READY? 1/11/09 2:00 PM THE DIGITAL TRANSITION IS COMING FEBRUARY 17, 2009. ARE YOU READY?  SPEAKERS: WXXI VICE PRESIDENT OF TECHNOLOGY KENT HATFIELD AND AM 1370'S SCOTT FYBUSH</p> <p>DTV-ARE YOU READY? 1/22/09 6:30PM THE DIGITAL TRANSITION IS COMING FEBRUARY 17, 2009. ARE YOU READY? HOW CAN CITY NEIGHBORHOOD CENTERS HELP THEIR RESIDENTS AND NEIGHBORS PREPARE?  SPEAKERS: WXXI GENERAL MANAGER SUSAN ROGERS, VP KENT HATFIELD AND FCC REPRESENTATIVE VANESSA LEMEE HOSTED BY MONROE COUNTY LEGISLATURE</p>	

Community Events

## Comments:

DTV 101 1/22/09 1PM LIVE CALL-IN 1370 CONNECTION

DTV 101: GET THE PICTURE ON THE DIGITAL TRANSITION 1/22/09 9:00PM LIVE CALL-IN SHOW ON WXXI-TV ANALOG, CABLE AND DTV.

DTV AND THE TRANSITION: WHAT LOCAL BROADCASTERS CAN DO. 1/29/09 7:00 - 10:00 PM SMPTE ROCHESTER SECTION MEETING FOR JAN 29, 2009: "DTV TRANSITION"

GIRLSROCK! JUNIOR LEAGUE OUTREACH TO TEENS & FAMILIES 1/31/09 1:00 - 4:00PM OPEN TO ALL GIRLS GRADES 7 - 12 MAX 100 PARTICIPANTS (FLYER PDF)

AFRICAN-AMERICAN FILM SERIES 2/7/09 1-4PM OPEN TO THE PUBLIC. DRAWS A LARGE AFRICAN-AMERICAN AUDIENCE

AFRICAN-AMERICAN FILM SERIES 2/14/09 1-4PM OPEN TO THE PUBLIC. DRAWS A LARGE AFRICAN-AMERICAN AUDIENCE

AFRICAN-AMERICAN FILM SERIES 2/21/09 1-4PM OPEN TO THE PUBLIC. DRAWS A LARGE AFRICAN-AMERICAN AUDIENCE

AFRICAN-AMERICAN FILM SERIES 2/28/09 1-4PM OPEN TO THE PUBLIC. DRAWS A LARGE AFRICAN-AMERICAN AUDIENCE

OASIS 3/16/09 3:30PM 50+ AGE SENIORS

YATES OFFICE FOR AGING 2/10/09 NOON OPEN TO THE PUBLIC.

BRIGHTON PUBLIC LIBRARY 2/21/09 NOON OPEN TO PUBLIC

NEWARK PUBLIC LIBRARY 2/13/09 1PM FRIENDS OF LIBERTY

ABVI & 211 3/20/09 11AM ABVI COMMUNITY

GATES PUBLIC LIBRARY 3/3/09 7PM-8PM OPEN TO THE PUBLIC

 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:

DTV DISPLAY

IN WXXI'S MAIN LOBBY WE CREATED A SPECIAL DTV TRANSITION DISPLAY. THE SETTING -- "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 INSTALLED 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 SHUT OFF DATE.

DTV INSERT IN OUR MEMBER MAGAZINE

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

DTV HOTLINE - 258-0200

WXXI'S DTV HOTLINE NUMBER HAS TAKING HUNDREDS OF CALLS FROM THE ROCHESTER COMMUNITY. MANAGED BY OUR MEMBERSHIP DEPARTMENT, THE STAFF IS EQUIPPED WITH MESSAGE POINTS TO HELP ANSWER ALL KINDS OF DTV QUESTIONS, AND THOSE QUESTIONS THEY CAN'T ANSWER HAVE BEEN FORWARDED ON TO ENGINEERING. OUR ENGINEERS HAVE ALSO MADE MORE THAN 20 VISITS TO MEMBERS' HOMES TO HELP THEM SET UP THEIR CONVERTER BOXES.

**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) 04/10/2009

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-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: 45528**

**Description: WXXI APRIL 2009 DTV ACTIVITY REPORT**  
**Application Reference Number: 20090410ADO**  
**Successfully filed at Apr 10 2009 11:02AM**

**Based on the information supplied, no fee is required.**

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