

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. BDEREDT-20090710AKA	
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: 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 type="radio"/> Option Two (B and D) <input checked="" type="radio"/> Option Three (C and D)			
Over the past quarter, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input type="radio"/> Yes <input checked="" 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 C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..	
Total number of 30 Minute Informational Programs 3	
Comments: AT 20:00 ON JUNE 11TH WXXI AIRED A 1/2 HOUR CALL IN SHOW CALLED DTV 101: GET THE PICTURE ON THE DIGITAL TRANSITION. THIS WAS THE THIRD IN OUR SERIES TO EDUCATE THE ROCHESTER DMA HOW THEY CAN RECEIVE DIGITAL TELEVISION. WE STAFFED THE PHONE BANKS AND TOOK CALLS FROM VIEWERS. THE PROGRAM PRESENTED INFORMATION ON COMMON ISSUES SUCH AS ANTENNA USE AND THE NEED TO RESCAN THE CONVERTER BOX. WE SIMULCAST A SPECIAL EPISODE OF OUR RADIO CALL-IN PROGRAM 1370 CONNECTION ON CITY12 ON JUNE 12TH AT 13:00. WE HAD CEASED SIMULCASTING OUR HD CHANNEL PROGRAMMING ON CHANNEL 21 JUST HOURS BEFORE. WE CONVENED A PANEL TO HELP THE AUDIENCE MAKE THE TRANSITION FROM ANALOG TELEVISION IN ROCHESTER TO THE NEW DIGITAL AGE, COINCIDENTALLY ON THE 60TH ANNIVERSARY OF ROCHESTER'S FIRST TV BROADCAST IN 1949. WHEN THE SIMULCAST CEASED, CHANNEL 21 BEGAN AIRING TWO 15 MINUTE PROGRAMS PROVIDED BY THE FCC, ALTERNATING BETWEEN THE ENGLISH VERSION AND THE SPANISH VERSION. THIS WILL CONTINUE UNTIL JULY 10TH AS PART OF THE NIGHTLIGHT SERVICE.	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local 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, so long as they meet the requirements for duration and time of day aired. (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
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
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
Comments:	

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 particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WE PRODUCED AND AIRED THE FOLLOWING MIXED MEDIA SEGMENTS: MIXED MEDIA: MILESTONES DIGEST 06-17-09 WXXI (2009-06-17) A TRANSITION, A PROMOTION AND A RETIREMENT - BLOW OUT YOUR CANDLES, IT'S MIXED MEDIA! MIXED MEDIA: STANDING AT THE EDGE 06-10-09 WXXI (2009-06-11) THE EDGE OF THE DTV TRANSITION	

THAT IS. IT COULD BE A LEAP FORWARD - OR IT COULD BE A STEP INTO THE ABYSS. ARE YOU READY?

MIXED MEDIA: DTV DEADLINE AGAIN WXXI (2009-05-26) THIS TIME WE MEAN IT! THE DIGITAL CONVERSION IS COMING - AGAIN.

MIXED MEDIA: COUPONS RETURN, ANN ARBOR NEWS DEPARTS 03-25-09 WXXI (2009-03-26) A DIGITAL TELEVISION UPDATE AND MORE BAD NEWS FROM THE WORLD OF PRINT MEDIA.

MIXED MEDIA: THEY'RE BAA-AAACK! 03-11-09 WXXI (2009-03-11) DTV CONVERTER BOX COUPONS, THAT IS.

MIXED MEDIA: THE END ISN'T AS NEAR AS YOU THOUGHT 02-10-09 WXXI (2009-02-11) REMEMBER HOW WE KEPT TELLING YOU ABOUT THAT FEBRUARY 17 DEADLINE TO CONVERT TO DIGITAL TELEVISION? YEAH, ABOUT THAT ...

MIXED MEDIA: DIGITAL CONVERSION DELAY PASSES 02-04-09 WXXI (2009-02-04) IT'S OFFICIAL, YOU HAVE UNTIL JUNE TO CONVERT TO DIGITAL TELEVISION. BUT YOU MIGHT NOT WANT TO WAIT THAT LONG.

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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
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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	
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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.	
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<input type="checkbox"/> Speaking Engagements Comments:
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<input type="checkbox"/> Community Events Comments:
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<input type="checkbox"/> Other (describe) Comments:
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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 HOTLINE - 258-0200

WXXI'S DTV HOTLINE NUMBER HAS TAKEN 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) 07/10/2009

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).

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-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 JULY 2009 DTV ACTIVITY REPORT
Application Reference Number: 20090710AKA
Successfully filed at Jul 10 2009 2:48PM

Based on the information supplied, no fee is required.

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