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| 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-20090109AGV | |
| 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: 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 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)

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| 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 47 | |
| Comments: DTV 101: GET THE PICTURE ON THE DIGITAL TRANSITION - A LIVE WXXI CALL-IN SPECIAL ON MONDAY, NOVEMBER 23, 2008 AT 8 P.M. WXXI-TV AND WXXI-HD PRESENTED A LIVE HOUR LONG | |

CALL-IN SPECIAL ON THE DIGITAL TELEVISION TRANSITION. THE PROGRAM WAS DESIGNED TO EDUCATE VIEWERS ON HOW TO ENSURE THAT THEY'LL RECEIVE WXXI-TV AFTER THE ANALOG SHUT OFF ON FEBRUARY 17, 2009. WE OPENED OUR PHONE LINES FOR CALLS, AND EXPERTS WERE IN STUDIO TO ANSWER CALLERS' QUESTIONS. WE RECEIVED AN OVERWHELMING RESPONSE, TAKING MORE THAN 500 CALLS THAT EVENING. ANOTHER LIVE, CALL IN SPECIAL IS PLANNED FOR THURSDAY, JANUARY 22, 2009 AT 9 P.M.

DTV TEST ON DECEMBER 16, 2008

WXXI-TV PARTICIPATED IN A CITYWIDE DTV TEST WITH THE COMMERCIAL STATIONS ON 12/16/08. THROUGHOUT THE DAY, WXXI-TV ALONG WITH ROCHESTER'S CBS, ABC, NBC AND FOX AFFILIATES AIRED A MESSAGE THAT APPEARED ON THE BOTTOM OF ANALOG TELEVISION SCREENS. ONLY THOSE RELYING ON AN ANTENNA AND ANALOG SIGNAL COULD SEE THE MESSAGE. THE MESSAGE ON THE SCREEN OFFERED A PHONE NUMBER TO CALL TO FIND OUT WHAT THEY NEEDED TO DO TO PREPARE FOR THE DTV TRANSITION.

WE ALSO AIRED THE HALF-HOUR PBS PROGRAM GET READY FOR DIGITAL TV, 45 TIMES IN A VARIETY OF TIMESLOTS ON OUR ANALOG, HD, MULTICAST, AND NCC CHANNELS.

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 |
| <p>Comments:</p> <p>WE INSERTED PACKAGES ENTITLED MIXED MEDIA INTO OUR BROADCAST OF THE NPR PROGRAM ALL THINGS CONSIDERED ON 9/17/08 (MIXED MEDIA: WILMINGTON GOES DIGITAL) AND 11/19/08 (MIXED MEDIA: DTV UPDATE) AT 5:45PM. THESE ARE 5 MINUTE Q&A PIECES WITH OUR ON-AIR TALENT RACHEL WARD AND SCOTT FYBUSH. WE BROADCAST ALL THINGS CONSIDERED ON WXXI-AM, WRUR-FM, WJSL-FM, WXXI-FM HD2 AS WELL AS STREAM ON OUR WEBSITE.</p> <p>ON MONDAY 11/24/08 WE AIRED A SPECIAL EDITION OF OUR LOCAL RADIO CALL-IN PROGRAM 1370 CONNECTION FROM 12:00 - 1:00 PM (REPEATED AT 9:00 P.M.) ON WXXI-AM, WXXI-FM HD2 IT WAS A SPECIAL ONE-HOUR MIXED MEDIA CALL IN, FOCUSING ON FEBRUARY'S DIGITAL TV CONVERSION, FEATURING WXXI PRESIDENT NORM SILVERSTEIN AND ADDITIONAL GUESTS IN CONVERSATION WITH RACHEL WARD AND SCOTT FYBUSH THE ORIGINAL BROADCAST OF THIS PROGRAM WAS ALSO SIMULCAST ON CITY12.</p> <p>DTV CONVERSION SPOTS 9/1/08 - 2/17/09 30-SECOND INFORMATIONAL SPOTS RUNNING DAILY IN VARYING DAYPARTS WXXI-FM, WXXI-AM, WRUR-FM, WJSL-FM, WXXI-FM HD2, WXXI REACHOUT RADIO</p> | |
| 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 |
| <p>Comments:</p> <p>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.</p> | |
| 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:
 OUR DIRECTOR OF FINANCE AND INFORMATION SERVICES, GEORGE WALTER, SPOKE TO THE LIMA ROTARY CLUB ON DECEMBER 4TH. SEE HIS NOTES BELOW

Community Events

Comments:
 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.

Other (describe)

Comments:
 FROM GEORGE WALTER - I SPOKE TO THE LIMA ROTARY CLUB ABOUT THE CONVERSION TO DIGITAL ON THE EVENING OF DECEMBER 4TH. THERE WERE ABOUT 15 PEOPLE PRESENT REPRESENTING AREA BUSINESSES AND THE COMMUNITY AT LARGE. AFTER DINNER AND OTHER CLUB BUSINESS I SPOKE FOR ABOUT 15-20 MINUTES INCLUDING A DTV DEMO AND TOOK QUESTIONS FOR AT LEAST ANOTHER 15 MINUTES. THE TALK WAS VERY REWARDING BECAUSE IT BECAME CLEAR THAT MANY PEOPLE WERE NOT VERY WELL INFORMED ABOUT OR READY FOR THE CONVERSION. I USED INFORMATION FROM OUR SITE, THE FCC, AND THE DTVSPEAK PACKAGE FROM NAB.

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 CONTINUE TO INSERT 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.

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

Comments:

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| 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) 01/09/2009 |

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.

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 45528

Description: WXXI 4TH QTR DTV ACTIVITY REPORT
Application Reference Number: 20090109AGV
Successfully filed at Jan 9 2009 12:11PM

Based on the information supplied, no fee is required.

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