

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20080710ARQ	
Licensee UNIVERSITY OF NEW HAMPSHIRE					
Call Sign WEKW-TV		Facility Id 69271		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
KEENE		NH	CHESHIRE		03431 -
Nielsen DMA BOSTON (MANCHESTER)		World Wide Web Home Page Address WWW.NHPTV.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	52				
<input checked="" type="checkbox"/> Digital	49				
Report reflects information for quarter ending: 06/30/2008					
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 type="radio"/> Yes <input checked="" 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 4	
Comments: WE BROADCAST A NEW HAMPSHIRE OUTLOOK SPECIAL, #1518 "DTV 101", FOUR TIMES OVER THREE DAYS IN JUNE, ONCE BETWEEN 6:00 PM AND 12:00 AM. THE OTHER BROADCASTS WERE IN A VARIETY OF	

TIMESLOTS.

DUE TO OPERATOR ERROR WE FELL SHORT OF THE 120 SECONDS OF CONSUMER EDUCATION ON SIX DAYS DURING THE SECOND QUARTER. ON MAY 31 WE RAN 60 SECONDS. ON JUNE 7 WE RAN 75 SECONDS. ON JUNE 15 WE RAN 45 SECONDS. ON JUNE 25, WE RAN 75 SECONDS, BUT WE ALSO RAN OUR 30-MINUTE SPECIAL TWICE. ON JUNE 26, WE RAN 89 SECONDS. ON JUNE 28, WE RAN 60 SECONDS. WE HAVE MADE CHANGES TO THE SCHEDULING PROCESS TO INSURE WE RUN THE MINIMUM AMOUNT OF SPOTS. FOR EACH MONTH WE DID EXCEED THE TOTAL AMOUNT OF SPOTS REQUIRED, AS DETAILED BELOW.

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: LINK FROM HOMEPAGE WITH DETAILS ON DTV TRANSITION, STREAMING VIDEO PSA'S (30-SECOND AND 60-SECOND), FAQs, CONVERTER BOX COUPON PROGRAM LINK, DTV COUNTDOWN CLOCK, LINKS AND RESOURCES TO DTV INFO. DIRECT ADDRESS TO INFO: WWW.NHPTV.ORG/DTV/ NEW THINGS BELOW: -- ADDED STREAMING VIDEO LINK TO DTV PROMO (PBS, NORM AND KEVIN) -- ADDED STREAMING VIDEO LINK TO NH OUTLOOK SPECIAL ON "DTV 101" -- ADDED LINK TO OUR DTV HOMEPAGE ON OTHER PAGES ON SITE (SCHEDULE WEBPAGE, ETC.)	
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: JUNE 4TH, CONCORD, NH, AARP GROUP (13 ATTENDEES)	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: ON-GOING NOTIFICATION VIA OUR TWO WEEKLY E-NEWSLETTERS; OUR MONTHLY "NHPTV VIEWS" MAILED NEWSLETTER; SIGNAGE AT EVENTS; HANDOUTS. ALSO, OUR VIEWER SERVICES DEPARTMENT HANDLES AN AVERAGE OF 50 - 60 PHONE AND E-MAIL INQUIRIES MONTHLY.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: IN APRIL, WE AIRED 134 MINUTES OF DTV PSA'S TOTAL, WITH 38.25 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNEL. WE	

ALSO AIRED 81 MINUTES OF DTV PSA'S TOTAL, WITH 29.5 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH-DEFINITION DIGITAL CHANNEL.

IN MAY, WE AIRED 131.75 MINUTES OF DTV PSA'S TOTAL, WITH 30.5 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNEL. WE ALSO AIRED 108.5 MINUTES OF DTV PSA'S TOTAL, WITH 32.5 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH-DEFINITION DIGITAL CHANNEL.

IN JUNE, WE AIRED 83.25 MINUTES OF DTV PSA'S TOTAL, WITH 23.25 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNEL. WE ALSO AIRED 125.5 MINUTES OF DTV PSA'S TOTAL, WITH 31 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH-DEFINITION DIGITAL CHANNEL.

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 CEO AND GENERAL MANAGER
Signature PETER A. FRID	Date (mm/dd/yyyy) 07/10/2008

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).

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: 371136

Description: WEKW 2ND QUARTER ACTIVITY REPORT
Application Reference Number: 20080710ARQ
Successfully filed at Jul 10 2008 5:13PM

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