

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-20090108AHT	
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: 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)

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 13	
Comments: WE BROADCAST A NH OUTLOOK SPECIAL #1518 "DTV 101" ONCE IN OCTOBER AT 1:00 AM AND FOUR TIMES IN DECEMBER OF WHICH TWO WERE BETWEEN 8:00 AM AND 11:35 PM. WE ALSO BROADCAST A	

SPECIAL FROM PBS "GET READY FOR DIGITAL TV" THREE TIMES IN OCTOBER OF WHICH TWO WERE BETWEEN 8:00 AM AND 11:35; FOUR TIMES IN NOVEMBER OF WHICH TWO WERE BETWEEN 8:00 AM AND 11:35 PM, AND ONCE IN DECEMBER AT 1:00 AM.

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, TOWN HALL MEETING SCHEDULE, STREAMING VIDEO PSA'S (30 SEC AND 60 SEC), FAQ, CONVERTER BOX COUPON PROGRAM LINK, DTV COUNTDOWN CLOCK, LINKS AND RESOURCES TO DTV INFO. DIRECT ADDRESS TO INFO HTTP://WWW.NHPTV.ORG/DTV/	
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: WE ARE PARTNERING WITH MANCHESTER-BASED WMUR-TV (ABC) ON A SERIES OF TOWN HALL MEETINGS TO BE HELD AROUND THE STATE. THE FIRST ONE WAS IN MANCHESTER ON 12/9, AND ABOUT 35 PEOPLE ATTENDED. THERE ARE 6 MORE TOWN HALL MEETINGS THAT REACH ALL OVER THE STATE SCHEDULED FOR JANUARY 2009.	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WE ARE PROMOTING NHPTV'S ABILITY TO ASSIST CONSUMERS WITH THE TRANSITION, ENCOURAGING PEOPLE TO CALL OR E-MAIL US FOR ASSISTANCE OR GUIDANCE. WE ARE PROMOTING THIS ASSISTANCE VIA WEBSITE, ON-AIR PROMOS, ADS IN NEWSPAPERS, OUR MONTHLY PRINTED "NHPTVIEWS" NEWSLETTER, INFORMATION FLYERS WITH CONTACT INFORMATION, OUR BI-MONTHLY PRINTED "CONNECTIONS" NEWSLETTER, OUR TWO WEEKLY E-NEWSLETTERS, AND SPECIFIC MESSAGING TO TARGET GROUPS (SENIORS COUNT, AARP-NH, ETC.)	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: IN OCTOBER, WE AIRED 165.45 MINUTES OF DTV PSA'S TOTAL WITH 48.4 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00PM AND 12:00AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNELS. WE ALSO AIRED 128 MINUTES OF DTV PSA'S TOTAL WITH 37 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00PM AND 12:00AM ON OUR HIGH DEFINITION DIGITAL CHANNEL. IN NOVEMBER, WE AIRED 208.81 MINUTES OF DTV PSA'S TOTAL WITH 53 MINUTES OF THAT TOTAL	

AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION, ANALOG AND STANDARD DEFINITION DIGITAL CHANNELS.

IN DECEMBER, WE AIRED 185.91 MINUTES OF DTV PSA'S TOTAL WITH 41.95 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION, ANALOG AND STANDARD DEFINITION DIGITAL CHANNELS.

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) 01/08/2009

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: 371136

Description: WEKW 4TH QUARTER ACTIVITY REPORT
Application Reference Number: 20090108AHT
Successfully filed at Jan 8 2009 2:51PM

Based on the information supplied, no fee is required.

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