

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. BDERET-20090403BQQ

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: 03/31/2009

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D) Option Two (B and D) 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 June 12, 2009.

Total number of 30 Minute Informational Programs 7

Comments:

WE BROADCAST A SPECIAL FROM PBS "GET READY FOR DIGITAL TV" FOUR TIMES IN JANUARY AND TWICE IN FEBRUARY, OF WHICH ONE WAS BETWEEN 8:00 AM AND 11:35 PM.

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.

Yes No

Comments:

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes 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.

Yes No

Comments:

LINK FROM HOMEPAGE WITH DETAILS ON DTV TRANSITION, 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/](http://www.nhptv.org/dtv/)

INFORMATION UPDATED REGULARLY TO RESPOND TO FAQS OF VIEWERS AND OTHER INFORMATION.

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.

Speaking Engagements

Comments:

WE PARTICIPATED IN DTV TOWNHALL MEETINGS WITH WMUR-TV (ABC AFFILIATE), SPEAKING TO GROUPS IN MANCHESTER, NASHUA, PETERBOROUGH, LACONIA, CONWAY, DURHAM AND LITTLETON. ABOUT 320 TOTAL ATTENDEES.

Community Events

Comments:

Other (describe)

Comments:

WE PROMOTED NHPTV'S ABILITY TO ASSIST CONSUMERS WITH 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 NEWSLETTER, OUR WEEKLY E-NEWSLETTER, AND SPECIFIC MESSAGING TO TARGET GROUPS.

ON JANUARY 16, 2009, WE AIRED A ONE-HOUR DTV SPECIAL (CO-PRODUCED WITH WMUR-TV) THAT INCLUDED TWO TESTS TO HELP VIEWERS DETERMINE IF THEY WERE READY FOR DTV. WE ALSO HAD A PHONEBANK FOR VIEWERS TO CALL IN THEIR QUESTIONS FROM 5-9 PM. WE RECEIVED OVER 1,000 CALLS.

ON FEBRUARY 17TH, THE DAY WE MADE THE TRANSITION FROM ANALOG TO DIGITAL, WE HAD A PHONEBANK TO RESPOND TO CALLERS.

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

Comments:

IN JANUARY, WE AIRED 190.15 MINUTES OF DTV PSA'S TOTAL WITH 41.18 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION, ANALOG AND STANDARD DEFINITION DIGITAL CHANNELS.

IN FEBRUARY, WE AIRED 165.5 MINUTES OF DTV PSA'S TOTAL WITH 30.36 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION AND STANDARD DEFINITION DIGITAL CHANNELS. WE ALSO AIRED 97.05 MINUTES OF DTV PSA'S TOTAL WITH 19.9 MINUTES OT THAT TOTAL AIRING BETWEEN FEBRUARY 1 AT MIDNIGHT THROUGH FEBRUARY 17 AT 8:00 AM WHEN THE ANALOG TRANSMITTER WAS SHUT DOWN.

FROM MARCH 1 THROUGH MARCH 16, WE AIRED 92.63 MINUTES OF DTV PSA'S TOTAL WITH 12.46 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION 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)
04/03/2009

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 CDBS Electronic Filing System

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 371136

Description: WEKW APRIL 2009 DTV EDUCATION REPORT
Application Reference Number: 20090403BQQ
Successfully filed at Apr 3 2009 5:28PM

Based on the information supplied, no fee is required.

[Menu](#) [Logout](#)

