

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-20081008AHX	
Licensee UNIVERSITY OF NEW HAMPSHIRE					
Call Sign WLED-TV		Facility Id 69328		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
LITTLETON		NH	GRAFTON		03561 -
Nielsen DMA BURLINGTON-PLATTSBURGH		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	49				
<input checked="" type="checkbox"/> Digital	48				
Report reflects information for quarter ending: 09/30/2008					
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 type="radio"/> Yes <input checked="" 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 11	
Comments: WE BROADCAST A NH OUTLOOK SPECIAL #1518 "DTV 101" ONCE IN JULY AT 7:30 PM, EIGHT TIMES IN AUGUST OF WHICH FOUR WERE BETWEEN 8:00 AM AND 11:35 PM, AND TWICE IN SEPTEMBER OF WHICH	

ONE WAS BETWEEN 8:00 AM AND 11:35 PM. OTHER BROADCASTS WERE IN A VARIETY OF TIMESLOTS.

DUE TO AN OPERATOR ERROR, WE FELL SHORT OF THE 120 SECONDS OF CONSUMER EDUCATION ON TWO DAYS DURING THE THIRD QUARTER. ON JULY 1 WE RAN 105 SECONDS. ON SEPTEMBER 21 WE RAN 90 SECONDS. FOLLOWING THE SHORTAGE ON SEPTEMBER 21, WE ADOPTED A NEW TRAFFIC VERIFICATION PROCESS TO ASSURE THAT SPOTS WOULD RUN AS REQUIRED. ALTHOUGH THERE HAVE BEEN NO FURTHER SHORTFALLS, WE HAVE RECENTLY ADOPTED A MORE STRINGENT PROCESS TO PROVIDE A DOUBLE CHECK ON VERIFICATION OF BROADCAST OF THE SPOTS. EACH MONTH DURING THIS QUARTER, WE SUBSTANTIALLY EXCEEDED THE TOTAL AMOUNT OF SPOTS REQUIRED BUY RUNNING 108.25 MINUTES IN JULY, 124.75 MINUTES IN AUGUST, AND 114.75 MINUTES IN SEPTEMBER.

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), 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 GAVE FIVE PRESENTATIONS: THREE TO GROUPS AT SENIOR CENTERS AROUND THE STATE; A PRESENTATION TO THE SANDOWN BOARD OF SELECTMEN; AND A PRESENTATION AT A COMMUNITY FORUM IN HENNIKER. TOTAL NUMBER OF AUDIENCE MEMBERS: APPROX. 100.	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WE ARE PROMOTING 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 SUCH AS SENIORS COUNT AND AARP-NH.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

IN JULY, WE AIRED 108.25 MINUTES OF DTV PSA'S TOTAL, WITH 41.5 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNEL. WE ALSO AIRED 138.5 MINUTES OF DTV PSA'S TOTAL, WITH 35 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION DIGITAL CHANNEL.

IN AUGUST, WE AIRED 124.75 MINUTES OF DTV PSA'S TOTAL, WITH 43.5 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNEL. WE ALSO AIRED 101.5 MINUTES OF DTV PSA'S TOTAL, WITH 23 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR HIGH DEFINITION DIGITAL CHANNEL.

IN SEPTEMBER, WE AIRED 114.75 MINUTES OF DTV PSA'S TOTAL, WITH 37.5 MINUTES OF THAT TOTAL AIRING BETWEEN 6:00 PM AND 12:00 AM ON OUR ANALOG AND STANDARD DEFINITION DIGITAL CHANNEL. WE ALSO AIRED 93.5 MINUTES OF DTV PSA'S TOTAL, WITH 27.5 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 PRESIDENT AND GENERAL MANAGER
Signature PETER A. FRID	Date (mm/dd/yyyy) 10/08/2008

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: WLED 3RD QUARTERLY ACTIVITY REPORT
Application Reference Number: 20081008AHX
Successfully filed at Oct 8 2008 4:02PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)