

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WNYE

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

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?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers		Community of License								
			City	State	County	Zip Code					
WNYE	Analog	25 ☒	New York	NY	New York	10007					
	Digital	24 ☒									
Licensee NYC Department of Information Technology and Telecommunications											
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address							
24, 25			New York City	www.nyc.gov/tv							
Facility ID Number	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)								
6048			06/01/15								

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☒ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☒ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

Total 5:00 a.m. to 1:00 a.m. CSTs

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

Total 6:00 a.m. to 9:00 a.m. CSTs

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? 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

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

Graphic Displays

Animated Graphics

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

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?

☐ Yes ☐ 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

Comments (add additional sheets where necessary):

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 (add additional sheets where necessary):

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 (add additional sheets where necessary):

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 (add additional sheets where necessary):

☐ Community Events

Comments (add additional sheets where necessary):

☐ Other (describe)

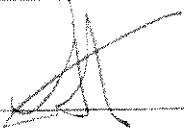
Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

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 Arick Wierson	Typed or Printed Title of Person Signing General Manager
Signature  ☐	Date 4/9/08

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 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-20080709AED	
Licensee NEW YORK CITY DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOM					
Call Sign WNYE-TV		Facility Id 6048		Previous Call Sign (if applicable)	
Community of License					
City NEW YORK	State NY	County NEW YORK	Zip Code 10007 -		
Nielsen DMA NEW YORK		World Wide Web Home Page Address WWW.NYC.GOV/TV		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
☒ Analog	25				
☒ Digital	24				
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)?					
☒ 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?				☒ Yes ☒ No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				☒ Yes ☒ No	
Application Purpose:					
☒ DTV Education Report					
☐ Amendment		File Number -			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

Section A (For broadcasters electing Option One).

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	☒ Yes ☐ No
Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	☒ Yes ☐ No

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: WE HAVE LINKS TO WWW.DTV2009.GOV ON THE STATION'S MAIN WEBSITE (HTTP://WWW.NYC.GOV/TV) AND ON THE CITY OF NEW YORK'S MAIN WEBSITE (HTTP://WWW.NYC.GOV) - WE ARE A DEPARTMENT WITHIN THE GOVERNMENT OF THE CITY OF NEW YORK. WE ALSO HAVE A WEB PAGE WITHIN WWW.NYC.GOV (HTTP://HOME2.NYC.GOV/HTML/MISC/HTML/2008/DTV.HTML) DEDICATED TO EDUCATING THE PUBLIC ABOUT THE DTV CONVERSION. WEB USERS SEARCHING FOR "DTV" ON WWW.NYC.GOV WILL FIND THIS DEDICATED PAGE AS THE FIRST SITE IN THE SEARCH RESULT. THE DEDICATED PAGE HAS LINKS TO WWW.DTV2009.GOV AND WWW.DTV.GOV.	
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:	
☐ Community Events	
Comments:	

☒ Other (describe)	
Comments: WE HAVE BEEN WORKING WITH CERTAIN AGENCIES OF THE CITY OF NEW YORK (AND HAVE REACHED OUT TO SEVERAL MORE) TO FACILITATE THEIR EDUCATING THE SEGMENTS OF THE POPULATION WITH WHICH THEY WORK. THESE AGENCIES INCLUDE THE DEPARTMENT FOR THE AGING, AND THE HUMAN RESOURCES ADMINISTRATION (WHICH WORKS WITH PERSONS RECEIVING PUBLIC ASSISTANCE).	
WE ALSO MAINTAIN (ON BEHALF OF THE ENTIRE CITY OF NEW YORK GOVERNMENT) A TOLL-FREE, GOVERNMENT-INFORMATION SERVICE (CALLERS DIAL 311 TO ACCESS IT). OUR 311 TELEPHONE OPERATORS HAVE A SCRIPT WE'VE PREPARED TO READ TO CALLERS WANTING TO KNOW ABOUT THE DTV CONVERSION. THE SCRIPT DESCRIBES THE TRANSITION, WHAT A CALLER MUST DO TO KEEP RECEIVING TV SIGNALS IF S/HE IS AFFECTED, AND THEN TELLS THE CALLER TO VISIT WWW.DTV2009.GOV FOR FURTHER INFORMATION.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: WE HAVE INFORMED THE CITY OF NEW YORK DEPARTMENT OF SANITATION ABOUT THE POSSIBILITY THAT THE NUMBER OF (ANALOG) TELEVISIONS BEING THROWN IN THE TRASH MAY SPIKE IN THE COMING MONTHS.	

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
ARICK WIERSON	ARICK WIERSON
Signature	Date (mm/dd/yyyy)
ARICK WIERSON	07/09/2008

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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.

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Menu

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					
Licensee NEW YORK CITY DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOM					
Call Sign WNYE-TV		Facility Id 6048		Previous Call Sign (if applicable)	
Community of License					
City NEW YORK		State NY		County NEW YORK	
Zip Code 10007 -		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015			
Nielsen DMA NEW YORK		World Wide Web Home Page Address WWW.NYC.GOV/TV			
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
☒ Analog		25			
☒ Digital		24			
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)?					
☒ 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?					
☒ Yes ☐ No					
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?					
☒ Yes ☐ No					
Application Purpose:					
☒ DTV Education Report					
☐ Amendment					
File Number -					
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

Section A (For broadcasters electing Option One).

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	☒ Yes ☐ No
Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	☒ Yes ☐ No

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: WE REGULARLY RAN CRAWLS ON ONE OF OUR GOVERNMENT-ACCESS TELEVISION STATIONS.	
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: WE HAVE LINKS TO WWW.DTV2009.GOV ON THE STATION'S MAIN WEBSITE (HTTP://WWW.NYC.GOV/TV) AND ON THE CITY OF NEW YORK'S MAIN WEBSITE (HTTP://WWW.NYC.GOV) - WE ARE A DEPARTMENT WITHIN THE GOVERNMENT OF THE CITY OF NEW YORK. WE ALSO HAVE A WEB PAGE WITHIN WWW.NYC.GOV (HTTP://HOME2.NYC.GOV/HTML/MISC/HTML/2008/DTV.HTM) DEDICATED TO EDUCATING THE PUBLIC ABOUT THE DTV CONVERSION. WEB USERS SEARCHING FOR "DTV" ON WWW.NYC.GOV WILL FIND THIS DEDICATED PAGE AS THE FIRST SITE IN THE SEARCH RESULT. THE DEDICATED PAGE HAS LINKS TO WWW.DTV2009.GOV AND WWW.DTV.GOV. WE ALSO SENT A MASS EMAIL (DESCRIBING THE TRANSITION, WHO WILL BE AFFECTED AND WHAT THOSE PEOPLE MUST DO TO KEEP RECEIVING TELEVISION SIGNALS) TO ALL 300,000+ CITY OF NEW YORK EMPLOYEES.	
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:	

☐ Community Events
Comments:
☒ Other (describe)
Comments: WE HAVE BEEN WORKING WITH NUMEROUS AGENCIES OF THE CITY OF NEW YORK TO FACILITATE THEIR EDUCATING THE SEGMENTS OF THE POPULATION WITH WHICH THEY WORK. THESE AGENCIES INCLUDE THOSE FOCUSING ON LOW-INCOME-HOUSING RESIDENTS (NYC HOUSING PRESERVATION DEPARTMENT AND NYC HOUSING AUTHORITY) AND SENIOR CITIZENS (NYC DEPARTMENT FOR THE AGING). WE HAVE ALSO PLACED FLYERS IN THE NYC DEPARTMENT OF HEALTH & MENTAL HYGIENE'S STD CLINICS. WE HAVE ALSO BEEN WORKING WITH NON-GOVERNMENTAL ENTITIES, INCLUDING THE VISITING NURSE SERVICE OF NEW YORK, THE NEW YORK PUBLIC LIBRARY SYSTEM AND THE BROOKLYN PUBLIC LIBRARY SYSTEM. WE HAVE ALSO REACHED OUT TO THE QUEENS LIBRARY SYSTEM. (TOGETHER, THESE 3 LIBRARY SYSTEMS COVER THE ENTIRE CITY OF NEW YORK.) WE ALSO MAINTAIN (ON BEHALF OF THE ENTIRE CITY OF NEW YORK GOVERNMENT) A TOLL-FREE, GOVERNMENT-INFORMATION SERVICE (CALLERS DIAL 311 TO ACCESS IT). OUR 311 TELEPHONE OPERATORS HAVE TWO SCRIPTS WE'VE PREPARED TO READ TO CALLERS WANTING TO KNOW ABOUT THE DTV CONVERSION. ONE SCRIPT DESCRIBES THE TRANSITION, WHAT A CALLER MUST DO TO KEEP RECEIVING TV SIGNALS IF S/HE IS AFFECTED, AND THEN TELLS THE CALLER TO VISIT WWW.DTV2009.GOV FOR FURTHER INFORMATION. THE CUSTOMER CALL REPRESENTATIVE CAN ALSO TRANSFER THE CALLER TO (888) 388-2009 (DTV-2009). THE OTHER SCRIPT TELLS THE CALLER ABOUT HOW TO OBTAIN A CONVERTER BOX.
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.
Comments:
WE HAVE INFORMED THE CITY OF NEW YORK'S OFFICE OF EMERGENCY MANAGEMENT ABOUT THE TRANSITION SO THEY WILL BE PREPARED WHEN ISSUING ANY EMERGENCY MESSAGES VIA TELEVISION AFTER FEBRUARY 17, 2009.

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
ARICK WIERSON	ARICK WIERSON
Signature	Date (mm/dd/yyyy)
ARICK WIERSON	10/06/2008

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Call Sign WNYE-TV		Facility Id 6048		Previous Call Sign (if applicable)	
Community of License					
City NEW YORK		State NY		County NEW YORK	
Zip Code 10007 -					
Nielsen DMA NEW YORK		World Wide Web Home Page Address WWW.NYC.GOV/TV		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
☒ Analog		25			
☒ Digital		24			
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)?					
☒ 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?				☒ Yes ☐ No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				☒ Yes ☐ No	
Application Purpose:					
☒ DTV Education Report					
☐ Amendment		File Number -			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

Section A (For broadcasters electing Option One).

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	☒ Yes ☐ No
Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	☒ Yes ☐ No

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: WE HAVE LINKS TO WWW.DTV2009.GOV ON THE STATION'S MAIN WEBSITE (HTTP://WWW.NYC.GOV/TV) AND ON THE CITY OF NEW YORK'S MAIN WEBSITE (HTTP://WWW.NYC.GOV) - WE ARE A DEPARTMENT WITHIN THE GOVERNMENT OF THE CITY OF NEW YORK. WE ALSO HAVE A WEB PAGE WITHIN WWW.NYC.GOV (HTTP://HOME2.NYC.GOV/HTML/MISC/HTML/2008/DTV.HTML) DEDICATED TO EDUCATING THE PUBLIC ABOUT THE DTV CONVERSION. WEB USERS SEARCHING FOR "DTV" ON WWW.NYC.GOV WILL FIND THIS DEDICATED PAGE AS THE FIRST SITE IN THE SEARCH RESULT. THE DEDICATED PAGE HAS LINKS TO WWW.DTV2009.GOV AND WWW.DTV.GOV. WE ALSO SENT A MASS EMAIL (DESCRIBING THE TRANSITION, WHO WILL BE AFFECTED AND WHAT THOSE PEOPLE MUST DO TO KEEP RECEIVING TELEVISION SIGNALS) TO ALL 300,000+ CITY OF NEW YORK EMPLOYEES.	
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: OUR SENIOR MANAGING ATTORNEY HAS APPEARED ON A PUBLIC ACCESS SHOW HOSTED BY A MEMBER OF THE CITY COUNCIL. HE HAS ALSO SPOKEN AS A PANELIST AT A CITY COUNCIL HEARING CONCERNING THE TRANSITION.	

☐ Community Events	
Comments:	
☒ Other (describe)	
Comments: WE CONTINUE TO WORK WITH NUMEROUS AGENCIES OF THE CITY OF NEW YORK TO FACILITATE THEIR EDUCATING THE SEGMENTS OF THE POPULATION WITH WHICH THEY WORK. THESE AGENCIES INCLUDE THOSE FOCUSING ON LOW-INCOME-HOUSING RESIDENTS (NYC HOUSING PRESERVATION DEPARTMENT AND NYC HOUSING AUTHORITY) AND SENIOR CITIZENS (NYC DEPARTMENT FOR THE AGING). WE HAVE ALSO PLACED FLYERS IN THE NYC DEPARTMENT OF HEALTH & MENTAL HYGIENE'S STD CLINICS. WE ARE ALSO WORKING WITH THE CITY COUNCIL OF THE CITY OF NEW YORK TO INCREASE OUTREACH. WE HAVE ALSO BEEN WORKING WITH NON-GOVERNMENTAL ENTITIES, INCLUDING THE VISITING NURSE SERVICE OF NEW YORK, THE NEW YORK PUBLIC LIBRARY SYSTEM AND THE BROOKLYN PUBLIC LIBRARY SYSTEM. WE HAVE ALSO REACHED OUT TO THE QUEENS LIBRARY SYSTEM. (TOGETHER, THESE 3 LIBRARY SYSTEMS COVER THE ENTIRE CITY OF NEW YORK.) WE ALSO MAINTAIN (ON BEHALF OF THE ENTIRE CITY OF NEW YORK GOVERNMENT) A TOLL-FREE, GOVERNMENT-INFORMATION SERVICE (CALLERS DIAL 311 TO ACCESS IT). OUR 311 TELEPHONE OPERATORS HAVE TWO SCRIPTS WE'VE PREPARED TO READ TO CALLERS WANTING TO KNOW ABOUT THE DTV CONVERSION. ONE SCRIPT DESCRIBES THE TRANSITION, WHAT A CALLER MUST DO TO KEEP RECEIVING TV SIGNALS IF S/HE IS AFFECTED, AND THEN TELLS THE CALLER TO VISIT WWW.DTV2009.GOV FOR FURTHER INFORMATION. THE CUSTOMER CALL REPRESENTATIVE CAN ALSO TRANSFER THE CALLER TO (888) 388-2009 (DTV-2009). THE OTHER SCRIPT TELLS THE CALLER ABOUT HOW TO OBTAIN A CONVERTER BOX. WE ARE ALSO WORKING WITH LOCAL TV STATIONS TO BOUNCE IDEAS OFF EACH OTHER ON HOW TO EFFECTIVELY INFORM THE CITY OF NEW YORK'S RESIDENTS. ADDITIONALLY, WE HAVE BEEN WORKING WITH COMMUNITY-BASED ORGANIZATIONS TO REACH LOW-INCOME, SENIOR-CITIZEN AND NON-ENGLISH-SPEAKING COMMUNITIES. WE HAVE PASSED ON THE FCC'S AND NTIA'S INFORMATIONAL FLIERS, AND, WHERE APPROPRIATE, FLIERS IN LANGUAGES OTHER THAN ENGLISH.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

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.
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Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing
Signature ARICK WIERSON	ARICK WIERSON
	Date (mm/dd/yyyy) 01/07/2009

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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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.

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