

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. -20090410AAW	
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	State	County	Zip Code
NEW YORK	NY	NEW YORK	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.)			
<input checked="" type="checkbox"/> Analog	25		
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)? <input checked="" type="radio"/> Option One (A and D) <input type="radio"/> Option Two (B and D) <input 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 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?	<input checked="" type="radio"/> Yes <input type="radio"/> 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?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WE CONSISTENTLY RAN CRAWLS AND PUBLIC SERVICE ANNOUNCEMENTS ON ONE OF OUR GOVERNMENT-ACCESS CHANNELS.	
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: 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 A CONVERTER-BOX SETUP GUIDE AND THE DEDICATED PAGE AS THE FIRST TWO SITES IN THE SEARCH RESULT. THE DEDICATED PAGE HAS LINKS TO WWW.DTV2009.GOV AND WWW.DTV.GOV. WE ALSO SENT TWO MASS EMAILS (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.	
<input checked="" type="checkbox"/> Speaking Engagements	
Comments: ON JANUARY 26, 2009, NEW YORK CITY MAYOR MICHAEL BLOOMBERG HELD A PRESS CONFERENCE TO OUTLINE MEASURES TO HELP NEW YORKERS PREPARE FOR THE CONVERSION TO DIGITAL TELEVISION. MAYOR BLOOMBERG WAS JOINED BY SEVERAL NEW YORK CITY AREA TELEVISION NEWS ANCHORS TO DISCUSS THIS ISSUE. WE BROADCAST THE PRESS CONFERENCE LIVE ON WNYE-TV AND ON ONE OF OUR GOVERNMENT-ACCESS CHANNELS. WE'VE BROADCAST REPEATS OF THE PRESS CONFERENCE ON THAT GOVERNMENT-ACCESS CHANNEL AT LEAST THREE TIMES SINCE.	
<input checked="" type="checkbox"/> Community Events	

Comments:

WE ORCHESTRATED A COMMUNITY-BASED DTV EVENT IN THE CHINATOWN NEIGHBORHOOD OF MANHATTAN. IT TOOK PLACE ON FEBRUARY 5, 2009, AND APPROXIMATELY TWO HUNDRED PEOPLE ATTENDED.

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 ARE ALSO WORKING WITH THE CITY COUNCIL OF THE CITY OF NEW YORK TO INCREASE OUTREACH.

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 CALL ALSO PROVIDES INFORMATION ABOUT WHETHER A NEW ANTENNA IS NEEDED (AND, IF SO, HOW TO DETERMINE WHICH ONE) AND THE NECESSITY TO RESCAN THE CONVERTER BOX. 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 IN ORDER TO COME UP WITH SOME FURTHER INNOVATIVE WAYS 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.

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.

Typed or Printed Name of Person Signing

Typed or Printed Title of Person Signing
GENERAL MANAGER

Signature
ARICK WIERSON

Date (mm/dd/yyyy)
04/10/2009

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.