

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-20090406AEW

Licensee
CHARLOTTE-MECKLENBURG PUBLIC BROADCASTING AUTHORITY

Call Sign WTVI	Facility Id 10645	Previous Call Sign (if applicable)
-------------------	----------------------	------------------------------------

Community of License			
City	State	County	Zip Code
CHARLOTTE	NC	MECKLENBURG	28205 -

Nielsen DMA CHARLOTTE	World Wide Web Home Page Address WWW.WTVI.ORG	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012
--------------------------	--	---

Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	42	
<input checked="" type="checkbox"/> Digital	11	

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 1

Comments:

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:

48 HOURS PRIOR TO TURNING OFF OUR ANALOG SIGNAL ON 2/17/09, WE RAN A CONTINUOUS LOOP ON OUR OTA ANALOG CHANNEL THAT IF OUR VIEWERS COULD SEE THAT LOOP THEY WERE NOT READY FOR THE SWITCH. WE STAFFED A CALL CENTER FROM 8AM-10PM ON 2/16 AND 2/17/09 AND RECEIVED APPROXIMATELY 300 CALLS - WITH MOST QUESTIONS BEING HOW TO HOOK UP CONVERTER BOX OR WHERE TO PURCHASE ONE.

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:

WTVI PLACED A DTV TRANSITION BUTTON ON ITS HOMEPAGE. WHEN CLICKING THIS BUTTON, VISITORS ARE TAKEN TO AN INTERNAL DTV TRANSITION PAGE CONTAINING INFORMATION AND DTV RELATED TOOLS SUCH AS PDF FILES OF BROCHURES AND GUIDES. THIS PAGE ALSO LISTS DTV PARTNERING AGENCIES AND ORGANIZATIONS WITH A LINK TO THEIR INDIVIDUAL WEBSITE, INCLUDING THE COUPON PAGE.

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:

PRESIDENT/CEO SPOKE TO 50 PEOPLE AT CHAMBER EDUCATION COMMITTEE MEETING REGARDING SWITCHOVER TO DIGITAL.

Community Events

Comments:

Other (describe)

Comments:

IN OUR JANUARY AND FEBRUARY MEMBER GUIDE, FULL-PAGE ARTICLE/LETTER FROM OUR PRESIDENT & CEO WITH INFORMATION REGARDING TRANSITION DATE, HOW TO RECEIVE, COUPON PROGRAM, AND REFERENCE TO OUR WEBSITE FOR DTV TRANSITION PAGE FOR MORE INFORMATION. THIS REACHED OVER 6000 PEOPLE.

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 PROGRAMMING & TRAFFIC OPERATIONS MANAGE
Signature REGINA BERRY	Date (mm/dd/yyyy) 04/06/2009

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: 976101

Description: WTVI APRIL 2009 DTV EDUCATION REPORT
Application Reference Number: 20090406AEW
Successfully filed at Apr 6 2009 12:15PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)