

**FCC 388**  
**DTV Quarterly Activity Station Report**

Licensee  
WESTERN KENTUCKY UNIVERSITY

Call Sign  
WKYU-TV

Facility Id  
71861

Previous Call Sign (if applicable)

Community of License

City	State	County	Zip Code
BOWLING GREEN	KY	WARREN	42101

Nielsen DMA

World Wide Web Home Page Address

Licensee Renewal Expiration Date

(mm/dd/yyyy)  
08/01/2013

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

<input checked="" type="checkbox"/> Analog	24
<input checked="" type="checkbox"/> Digital	18

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 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

7

Comments:

"THE ABC'S OF HDTV" AIRED ON WKYU-PBS ON WEDNESDAY, OCTOBER 1, 2008 AT 18:00:00; FRIDAY, OCTOBER 3, 2008 AT 18:00:00; WEDNESDAY, OCTOBER 15, 2008 AT 23:00:00; SUNDAY, OCTOBER 19, 2008 AT 23:00:00; FRIDAY NOVEMBER 11, 2008 AT 17:30:00; TUESDAY, NOVEMBER 25, 2008 AT 23:00:00; AND WEDNESDAY, DECEMBER 17, 2008 AT 23:00:00.

**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:

WKYU-TV HAS A GRAPHICAL LINK (OR BUTTON) ON THE FRONT PAGE OF THE STATION'S WEBSITE THAT TAKES VIEWERS TO THE DTV TRANSITION COALITION WEBSITE, WITH INFORMATION ON THE ANALOG SHUT-OFF, THE BENEFITS OF DTV, THE CONVERTER BOX PROGRAM AND WHO NEEDS THE BOXES, HOW TO RECEIVE AN OVER-THE-AIR DTV SIGNAL, AND ON-LINE DTV QUIZ, AND MUCH MORE. ADDITIONALLY, THE FRONT PAGE OF THE WEBSITE HAS INFORMATION FOR THOSE IN THE COMMUNITY WHO ARE INTERESTED IN SCHEDULING A DTV SPEAKING ENGAGEMENT GIVEN BY AN EXPERT FROM WKYU-PBS.

**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:

WKYU-TV PRESENTED THREE "ABC'S OF HDTV" INFORMATIONAL SESSIONS BETWEEN OCTOBER 1 AND DECEMBER 31, 2008. THE SESSIONS, HELD ON OCTOBER 20, NOVEMBER 18 AND NOVEMBER 19 IN BOWLING GREEN, KY, WERE PRESENTED TO A COMMUNICATION LAW CLASS AT WESTERN KENTUCKY UNIVERSITY, THE BOWLING GREEN LIONS CLUB AND THE BOWLING GREEN ROTARY CLUB. ATTENDANCE AT THESE SESSIONS WAS 45, 25 AND 75, RESPECTIVELY. EACH PRESENTATION INCLUDED INFORMATION ABOUT THE DIGITAL TV TRANSITION, WHAT IS DTV, AND CONSUMER TIPS ON PURCHASING A NEW TV SET AND/OR A DIGITAL CONVERTER BOX.

Community Events

Comments:

Other (describe)

Comments:

**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  
STATION MANAGER

Signature LINDA GEROFISKY

Date (mm/dd/yyyy)

01/06/2009

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