

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-20090112AFZ	
Licensee WGBH EDUCATIONAL FOUNDATION			
Call Sign WGBH-TV	Facility Id 72099		Previous Call Sign (if applicable)
Community of License			
City	State	County	Zip Code
BOSTON	MA	SUFFOLK	02135 -
Nielsen DMA BOSTON (MANCHESTER)	World Wide Web Home Page Address WWW.WGBH.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	2		
<input checked="" type="checkbox"/> Digital	19		
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)? <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 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 93

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>ON 12/9/08 ALL BROADCAST STATIONS IN THE BOSTON MARKET COLLABORATED ON A DAY-LONG DTV TEST, ANCHORED ON WGBH ANALOG. AT 5:15AM, 6:15AM AND 5:15PM, DURING THE COMMERCIAL STATIONS' LOCAL NEWS, EACH OF THOSE STATIONS RAN A TWO MINUTE MESSAGE IN WHICH THEY SENT VIEWERS OVER TO WGBH2 TO DETERMINE IF THEY WERE READY FOR THE DIGITAL TRANSITION. IN ADDITION, THOSE STATIONS RAN AN ON-SCREEN CRAWL OVER REGULAR PROGRAMMING PERIODICALLY THROUGHOUT THE DAY, WITH THE SAME INFORMATION. THE PURPOSE WAS TO GIVE VIEWERS AN ENTIRE DAY TO SEE THE MESSAGE AND TO HAVE TIME TO TEST ALL TELEVISION SETS IN THEIR HOUSEHOLDS.</p> <p>WGBH SPLIT OFF ITS DIGITAL AND ANALOG SIGNALS, CARRYING THE REGULAR SCHEDULE ON THE DIGITAL SIGNAL (W/ AN ICON IN THE CORNER OF THE SCREEN INDICATING THAT THIS SET WAS DTV-READY) AND PLAYING A CONTINUOUS LOOP OF OUR HALF-HOUR CONSUMER EDUCATION PROGRAM FROM 5AM TO 7:30PM ON THE ANALOG SIGNAL. VIEWERS WHOSE SETS RECEIVE ONLY AN ANALOG SIGNAL SAW THIS PROGRAM, WHICH WAS SQUEEZED BACK TO ALLOW FOR TEXT INFORMATION AT THE BOTTOM OF THE SCREEN INDICATING THAT THIS SET WASN'T READY FOR THE TRANSITION AND OFFERING A TOLL-FREE PHONE NUMBER TO CALL FOR MORE INFORMATION. THIS NUMBER TOOK VIEWERS TO A CALL CENTER SET UP BY THE MASS. BROADCASTERS ASSOC., WHICH PROVIDED 98 LIVE PHONE LINES FOR CALLERS. THE MBA REPORTED 1007 "COMPLETED" CALLS, BUT THE LINES WERE SO SWAMPED THAT THEY ESTIMATED THAT AT LEAST TWICE AS MANY CALLS WERE RECEIVED AS COMPLETED. OF THE COMPLETED CALLS, 250 WERE IN REFERENCE TO THE COUPON PROGRAM, AND 90% OF THOSE CALLERS ORDERED COUPONS WITH THE HELP OF OPERATORS. IN ADDITION TO THE CALLS TO THE MBA LINES, WGBH TOOK 75 CALLS FROM VIEWERS THAT DAY RELATED TO THE TEST AND WAS ABLE TO HELP AN ADDITIONAL 40 PEOPLE SIGN UP FOR COUPONS.</p> <p>TO GET THE WORD OUT ABOUT THE TEST, THE MBA ISSUED JOINT PRESS RELEASE ON BEHALF OF ALL BOSTON BROADCASTERS. THE COMMUNICATIONS STAFF AT EACH STATION WORKED TOGETHER TO PROVIDE COMMON MESSAGES, PRE-PROMOTION, SPANISH LANGUAGE TRANSLATIONS, AND NEWSPAPER COVERAGE, INCLUDING FREE AD SPACE. ON WGBH'S AIR, WGBH RAN TV PROMOS ABOUT THE TEST IN THE WEEK PRECEDING IT AS WELL AS RADIO SPOTS ON WGBH 89.7 WITHIN EACH PROGRAM. THE WGBH.ORG HOMEPAGE HAD A TEST DAY NOTICE WITH A LINK TO INFORMATION, A PHONE NUMBER AND AN ONLINE VERSION OF THE 30-MINUTE INFORMATION PROGRAM. THE NIGHT BEFORE THE TEST, OUR LOCAL SERIES GREATER BOSTON RAN A SEGMENT PREVIEWING THE TEST, WHICH INCLUDED AN INTERVIEW W/ REP. MARKEY (WHO INITIATED THE TEST DAY IDEA) AND A FIELD REPORT ON A 92-YEAR-OLD LOCAL MAN WHO HAD A CONVERTER BOX INSTALLED. WGBH ALSO DID OUTREACH TO THE BOSTON CITY COUNCIL AND THE CITY'S OFFICE OF ELDER AFFAIRS TO GET THE WORD OUT ABOUT THE TEST.</p>	
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: SEE ABOVE COMMENTS. ALSO, WGBH HAD LINK ON ITS HOMEPAGE FEATURING BACKGROUND ON THE TRANSITION, A DESCRIPTION OF STEPS VIEWERS NEED TO TAKE TO PREPARE, LINKS TO GOV'T AND OTHER WEBSITES FOR FURTHER INFORMATION, STREAMABLE VERSIONS OF CONSUMER EDUCATION SPOTS AND A 30-MIN INFORMATIONAL PROGRAM, AND A LINK TO ONLINE DIGITAL CONVERTER BOX COUPON APPLICATION.	
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 type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: SEE BELOW	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: TOOLKITS SENT TO 370 LIBRARIES IN MASS. W/ ENGLISH/SPANISH BROCHURE AND DVD OF 30-MIN EDUCATIONAL PROGRAM; OUTREACH TO SENIOR CENTERS; CONVERTER BOX COUPON COLLECTION PROGRAM TO BENEFIT SENIORS; DTV INFO IN EACH ISSUE OF MONTHLY PROGRAM GUIDE (CIRC 170,000); DTV FLYER W/ FAQs SENT IN ALL PLEDGE/RENEWAL ACKNOWLEDGMENTS AND AVAILABLE AT ALL WGBH EVENTS. AUDIENCE/MEMBER SERVICES DEPT FIELDDED A DAILY AVERAGE OF 32 CALLS FROM OCT-DEC ABOUT DTV TRANSITION;	

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 ASSOCIATE CLERK
Signature ERIC BRASS	Date (mm/dd/yyyy) 01/12/2009

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.