

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. BDEREDT-20090706AGF	
Licensee DETROIT EDUCATIONAL TELEVISION FOUNDATION					
Call Sign WTVS		Facility Id 16817		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
DETROIT		MI	OAKLAND		48393 -
Nielsen DMA DETROIT		World Wide Web Home Page Address WWW.DPTV.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	56				
<input checked="" type="checkbox"/> Digital	43				
Report reflects information for quarter ending: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
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 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..	
Total number of 30 Minute Informational Programs	1
Comments: WE RAN "GET READY FOR DIGITAL TV" ON 4-9-09 AT 9PM. THIS WAS AN UPDATED VERSION THAT FEATURED INFORMATION ABOUT OUR ANALOG SHUT OFF THAT WOULD HAPPEN ONE WEEK LATER, ON 4-16-09.	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, 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 RAN INFORMATIONAL MESSAGES ALERTING VIEWERS TO THE SEVEN FAILURES/OUTAGES OF THE ANALOG TRANSMITTER SINCE JAN. 1, 2009, AND THAT THEY NEEDED TO PREPARE FOR THE SWITCH TO DIGITAL. ON MARCH 17, 2009, WE BEGAN TO INFORM VIEWERS THAT WE WOULD SIGN OFF ANALOG CHANNEL AS OF APRIL 16, 2009. AS OF APRIL 1, 2009, WE WERE RUNNING A HEAVY SCHEDULE OF MESSAGES ABOUT THE APRIL 16 END. AS OF APRIL 2, WE BEGAN TO AIR A CONTINUOUS CRAWL ON THE ANALOG CHANNEL ONLY, INFORMING THE VIEWERS THAT THIS CHANNEL WILL CEASE TO OPERATE AS OF APRIL 16, 2009, AND THAT THEY WOULD NEED TO HAVE A DIGITAL CONVERTER BOX, OR A TV WITH A DIGITAL TUNER, OR CABLE OR SATELLITE CONNECTIONS IN ORDER TO RECEIVE OUR DIGITAL CHANNELS 56.1, 56.2, AND 56.3. ON APRIL 13, WE BEGAN A COUNTDOWN OF DAYS TO GO UNTIL SIGNOFF. THESE 10-SECOND ANNOUNCEMENTS APPEARED IN EVERY STATION BREAK ON ANALOG AND DIGITAL 56.1. ON APRIL 16, OUR FINAL 5.5 MINUTES BEGAN WITH ONE SUCH ANNOUNCEMENT, FOLLOWED BY A FEW OTHER STATION BREAK MESSAGES, AND THEN A 2.5 MINUTE FINAL SALUTE TO OUR ANALOG BROADCASTING, AND CLOSED WITH THE PLAYING OF THE NATIONAL ANTHEMS OF U.S. AND CANADA. THIS FINAL BREAK WAS PRESERVED ON YOUTUBE AT HTTP://WWW.YOUTUBE.COM/WATCH?V=9VDVK003NRI .	
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: OUR HOMEPAGE CARRIED LARGE "TRANSITION TO DIGITAL" NEAR THE TOP ANNOUNCING OUR EARLY SIGNOFF DATE. IT ALSO HAD A LIST OF DETROIT AREA LIBRARIES THAT HAD INFORMATION FOR THE PUBLIC ON DTV TRANSITION. IT STILL HAS A NOTICE ON IT THAT WE HAVE GONE 100% DIGITAL. IT LINKS TO OUR DTV PAGE (HTTP://DPTV.ORG/DTV) WITH USEFUL LINKS AND INFORMATION ABOUT DTV CONVERSION FROM THE PRODUCERS OF THIS OLD HOUSE, AND ALSO FEATURES THE FINAL 2.5 MINUTE VIDEO FROM OUR SIGNOFF.	
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: CONCENTRATED OUR EFFORTS ON RESPONDING TO VIEWER CALLS AND EMAILS DURING THE FINAL 16 DAYS OF ANALOG BROADCASTING, WHEN THE HEAVY SCHEDULE OF ANNOUNCEMENTS WAS RUNNING. WE DEVELOPED A TEAM OF 7 EMPLOYEES TO RESPOND, WITH BACKUP IN ENGINEERING FOR THE MOST DIFFICULT CASES. WE ALSO REFERRED OTHERS TO THE MICHIGAN DTV HOTLINE AT DON-LORS ELECTRONICS FOR FURTHER ASSISTANCE.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: FINAL DTV EDUCATIONAL PUSH WAS SUCCESSFUL, WITH SPOTS RUNNING EVERY BREAK AND CONTINUOUS CRAWL ON ANALOG. WHEN THE END CAME AT 12:04 P.M. ON APRIL 16, THE PHONES WERE NOT OVERWHELMING. OUR PRIMARY VIEWER SERVICES UNIT WAS ABLE TO KEEP UP WITH THE APPROXIMATELY 50 CALLS AND 20 EMAILS WE RECEIVED OVER THE NEXT TWO DAYS, AND MOST OF THEM HAD RECEPTION QUESTIONS -- NO ONE WHO CALLED WAS SURPRISED BY THE END OF OUR ANALOG CHANNEL. FROM JAN. 1-APRIL 16, 2009, WTVS DETROIT PUBLIC TELEVISION: AIRED 2,210 DTV CONVERSION SPOTS (MIX OF :30S AND :60S) AIRED 16, 30-MINUTE DTV PROGRAMS ("THE ABC'S OF DTV" AND "GET READY FOR DIGITAL TV") INCLUDED SEGMENTS ON DTV CONVERSION IN 6 ON-AIR PBS MEMBERSHIP DRIVES COLLECTED NAMES OF MORE THAN 2,100 MEMBERSHIP CALLERS WHO RECEIVE WTVS ONLY OVER THE AIR. WE THEN SENT THEM GET READY FOR DIGITAL INFORMATION PACKETS. PARTICIPATED IN 12 SPEAKING ENGAGEMENTS AT SENIOR CENTERS, LIBRARIES, ARMORY, ETC. THE SPOTS WE AIRED FROM 4-1 THRU 4-16 FELL INTO (5) CATEGORIES: (DPTV COUNTDOWN SPOTS), (ANTENNA), (RE-SCANNING), (DTV HELP CENTER), (MAIN SHUT OFF NOTICE SPOT). WE RAN 317X TOTAL	

SPOTS FROM 4-1 THRU 4-16. THIS EQUALED 169 MINUTES (2 HOURS 49 MINUTES WORTH), IN THOSE 16 DAYS. THE SPOTS RANGED FROM 15 SECONDS TO 55 SECONDS IN LENGTH. WE MET ALL THE INDIVIDUAL REQUIREMENTS FOR THE INDIVIDUAL SPOTS, AIRING THE SPECIFIC NUMBER AND TOTAL DURATION REQUIRED DURING THE TIMES REQUESTED (ANTENNA, RE-SCANNING, ETC.). NOTE HOWEVER THAT AS OF APRIL 16, 2009, WHEN WE SIGNED OFF, THE FCC HAD NOT AUTHORIZED ANY ACTUAL HELP CENTERS IN THE DETROIT AREA. WE THEREFORE RAN SPOTS THAT MENTIONED THE PUBLIC LIBRARIES THAT HAD VOLUNTARILY TAKEN ON THIS PUBLIC EDUCATION PROJECT IN THEIR PLACE.

COMMENTS FROM VIEWERS INDICATE CERTAIN COVERAGE AREA PROBLEMS BUT OVERALL A SMOOTH, IF LONG, TRANSITION. COVERAGE WILL BE ADDRESSED WITH A POWER INCREASE THAT THE FCC HAS RECENTLY AUTHORIZED, PLUS GREATER ELECTRICITY PURCHASES AND ADDITIONAL TRANSMITTER EQUIPMENT WE WILL HAVE TO BUY.

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 COO AND STATION MANAGER
Signature DANIEL ALPERT	Date (mm/dd/yyyy) 07/06/2009

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-PER, 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: 708399

Description: WTVS JULY 2009 DTV STATION REPORT
Application Reference Number: 20090706AGF
Successfully filed at Jul 6 2009 5:53PM

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