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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. BDERET-20080702ABN	
Licensee MID-SOUTH PUBLIC COMMUNICATIONS FOUNDATION					
Call Sign WKNO		Facility Id 42061		Previous Call Sign (if applicable)	
Community of License					
City		State	County	Zip Code	
MEMPHIS		TN	SHELBY	38111 -	
Nielsen DMA MEMPHIS		World Wide Web Home Page Address WWW.WKNO.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital	29				
Report reflects information for quarter ending: 06/30/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Application Purpose:</b>					
<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
<b>30 Minute Educational Programs - Last Quarter</b>	
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 12	
Comments: PROGRAMS "DIGITAL TV: CRINGLEY CRASH COURSE" WAS BROADCAST 8 TIMES ON OUR HD BROADCAST SERVICE.	

ADDITIONALLY, "TRANSFORMATION AGE: HOW TO SURVIVE A TECHNOLOGY REVOLUTION" WAS BROADCAST 3 TIMES ON THE HD BROADCAST SERVICE. THE "ABC'S OF HDTV" WAS ALSO BROADCAST ON OUR SECOND DIGITAL SERVICE, WKNO-2.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: THE WEBSITE CONTAINS INFORMATION ABOUT THE UPCOMING DIGITAL TRANSITION, A COUNTDOWN CLOCK INTENDED TO CONTINUE TO ATTRACT ATTENTION TO THE END OF ANALOG. THE SITE ALSO CONTAINS LINKS TO OTHER WEBSITES SPONSORED BY OTHERS IN THE INDUSTRY. THESE SITES PROVIDE EDUCATIONAL AND USER INFORMATION ABOUT THE TRANSITION AND THE FEDERAL COUPON PROGRAM.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: WKNO STAFF MADE 5 PRESENTATIONS TO COMMUNITY GROUPS THROUGHOUT THE QUARTER.	
<input checked="" type="checkbox"/> Community Events	
Comments: WKNO STAFF SET UP AN INFORMATION BOOTH AT 2 COMMUNITY SPECIAL EVENTS TARGETING SENIOR CITIZENS.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WKNO STAFF IS WORKING ON HAVING A DTV TRANSITION/END OF ANALOG MESSAGE PLACED IN EVERY ELECTRIC/GAS/WATER BILL DELIVERED AT LEAST FOR ONE MONTH.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments: WKNO STAFF HAS BEEN WORKING WITH THE CITY AND COUNTY SOLID WASTE DEPARTMENTS WITH REGARD TO THE PROPER DISPOSAL OF OLD AND DISCARDED TELEVISION SETS. THIS INFORMATION IS BEING MADE PART OF OUR OVERALL "DTV TRANSITION-END OF ANALOG" PRESENTATIONS.	

**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

Signature RUSS ABERNATHY	DIRECTOR OF TELEVISION & TECHNOLOGY Date (mm/dd/yyyy) 07/02/2008
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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](mailto: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: 431946**

**Description: WKNO 2ND QTR DTV ACTIVITY REPORT - DIGITAL  
Application Reference Number: 20080702ABN  
Successfully filed at Jul 2 2008 12:12PM**

**Based on the information supplied, no fee is required.**

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