

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-20090107ADV	
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 checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	29				
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 February 17, 2009.	
Total number of 30 Minute Informational Programs 19	
Comments: AIRED OUR LOCAL SHOW "ARE YOU READY FOR DTV" 4 TIMES, THE PROGRAM "GET READY FOR DTV" 15 TIMES.	

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
Comments: A SECOND "SOFT ANALOG SHUT OFF " TEST WAS CONDUCTED ON OCTOBER 1ST BETWEEN 9:00 AND 10:00PM. WE RECEIVED OVER 125 CALLS THAT EVENING. DECEMBER 17 2008 FROM 3:00PM UNTIL 4:00PM WE CONDUCTED OUR THIRD SOFT ANALOG SHUT OFF TEST. ONE OF THE GOALS OF THIS TEST WAS TO REACH DAY CARE PROVIDERS WHO USE PUBLIC TELEVISION IN THEIR FACILITIES. ANOTHER GOAL WAS TO REACH THOSE VIEWERS WHO WATCH OR USE TV DURING THE DAY, BUT MIGHT MISS A NON-MARKET COORDINATED PRIME TIME TEST. A REPRESENTATIVE OF THE FCC WAS IN THE STUDIO HELPING RESPOND TO THE CALLS RECEIVED. BASED ON THE VOLUME OF CALLS RECEIVED, OVER 180 CALLS, ADDITIONAL "SOFT" TESTS WILL BE CONDUCTED IN JANUARY AND EARLY FEBRUARY.	
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: THE HOME PAGE CONTAINS A COUNTDOWN CLOCK BRINGING ATTENTION TO THE TIME LEFT PRIOR TO ANALOG SHUTOFF. LINKS ARE PROVIDED AS THEY BECOME AVAILABLE DIRECTING USERS TO ADDITIONAL HELPFUL INFORMATION THEY MIGHT REQUIRE.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: WKNO STAFF CONTINUE TO SEEK OPPORTUNITES TO SPEAK TO GROUPS AND INFORM THEM OF THE IMPENDING TRANSITION. WE CONTINUE TO SEEK THE UNDERSERVED SENIOR CITIZEN AND THE POOR. STAFF MEMBERS MADE PRESENTATIONS TO THE HOPE AND HEALING CENTER, AND ANOTHER AT THE LUTHERAN TOWERS RETIREMENT FACILITY. STAFF ALSO MET WITH A LOCAL KIWANIS GROUP AND ENCOURAGED THEM TO GET INVOLVED AND HELP OTHERS PREPARE FOR THE TRANSITION.	
<input checked="" type="checkbox"/> Community Events Comments: DUE TO THE HOLIDAYS, WKNO HAS HAD FEWER COMMUNITY EVENTS TO PARTICIPATE IN BUT CONTINUES TO LOOK FOR OPPORTUNITIES.	
<input checked="" type="checkbox"/> Other (describe) Comments: WKNO STAFF CONTINUES TO WORK WITH A VARIETY OF LOCAL PUBLICATIONS IN GETTING ARTICLES PLACED EXPLAINING THE TRANSITION AND WHAT THE VIEWER NEEDS TO DO TO BE READY. SPECIFICALLY: STAFF WROTE AND HAD PRINTED ARTICLES IN THE MEMPHIS DOWNTOWNER AND THE TENNESSIERRAN, A NEWSPAPER FOR THE SIERRA CLUB OF TENNESSEE MEMBERS. WE ALSO HELPED COORDINATE A PRESENTATION TO THE PRSA (PUBLIC RELATIONS SOCIETY OF AMERICA) LOCAL CHAPTER ON THE STRATEGIES USED IN EDUCATING THE PUBLIC ON THE DTV TRANSITION.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: STAFF WORKED CLOSELY WITH THE FCC STAFF ASSIGNED TO OUTREACH ACTIVITIES IN THE MEMPHIS MARKET. ON DECEMBER 12TH WKNO COORDINATED A MEDIA TOUR WITH FCC ATTORNEY KATHERINE	

POWER. THE STAFF ALSO ARRANGED TO HAVE INFORMATIONAL TABLES AT THE OAK COURT MALL AND A K-MART. FCC FIELD ENGINEER RICK DAVIS AND STAFF MANNED THESE TABLES AND ANSWERED QUESTIONS AS WELL AS HELPING PEOPLE APPLY FOR THEIR COUPONS.

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 DIRECTOR OF TELEVISION & TECHNOLOGY
Signature RUSS A. ABERNATHY	Date (mm/dd/yyyy) 01/06/2009

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

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Account number: 431946

Description: WKNO 4TH QTR DTV ACTIVITY REPORT
Application Reference Number: 20090107ADV
Successfully filed at Jan 7 2009 1:48PM

Based on the information supplied, no fee is required.

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