

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-20081007ADW	
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 type="checkbox"/> Digital					
Report reflects information for quarter ending: 09/30/2008					
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	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" 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 4	
Comments: WKNO-TV PRODUCED "ARE YOU READY FOR DIGITAL TV", A 30 MINUTE LOCAL PROGRAM THAT ALLOWED VIEWERS TO CALL IN AND GET ANSWERS TO QUESTIONS THEY HAVE ON THE DTV	

TRANSITION. THERE WERE FOUR PROGRAMS, AIRED A TOTAL OF EIGHT TIMES. SIX OF THE AIRINGS WERE BETWEEN 8:00 AM AND 11:35 P.M. EACH TIME THE PROGRAM AIRED WE RECEIVED NEARLY 100 CALLS. MOST CALLS RELATED TO THE COUPON PROGRAM AND TECHNICAL ISSUES.

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: WKNO CONDUCTED A "SOFT TEST" FRIDAY SEPTEMBER 19TH AT 8:00PM. THE ANALOG ONLY SIGNAL WAS INTERRUPTED AND A MESSAGE INFORMING THE VIEWERS "IF YOU ARE SEEING THIS MESSAGE YOU MAY NOT BE READY FOR THE TRANSITION" WAS BROADCAST. A PHONE NUMBER FOR VIEWER ASSISTANCE WAS ALSO BROADCAST. THE TEST LASTED AN HOUR AFROM 8 TO 9PM. DURING THAT WINDOW WE ANSWERED OVER 100 CALLS. THE LARGEST BLOCK OF CALLS WERE ABOUT THE COUPON PROGRAM. OTHERS CALLS CONCERNED RECEPTION OR SIMILAR TECHNICAL QUESTIONS.	
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 WEBSITE CONTINUES TO HAVE A FOCUS ON THE HOME PAGE ABOUT THE TRANSITION. A COUNTDOWN CLOCK HELPS BRING ATTENTION TO THE INFORMATION. THE SITE CONTAINS LINKS TO OTHER WEBSITES ESTABLISHED BY CONSUMER GROUPS AND OTHER INDUSTRY GROUPS. THESE SITES PROVIDE EXCELLENT AND VARIED INFORMATION REGARDING THE TRANSITION, ITS EFFECTS ON THE CONSUMER, AND HOW TO PREPARE.	
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 ATTEND MEETINGS AND PRESENT INFORMATION TO GROUPS ABOUT THE DTV TRANSITION.	
<input checked="" type="checkbox"/> Community Events Comments: AS WKNO CONTINUES TO ATTEND VARIOUS COMMUNITY EVENTS AND FESTIVALS, WE PROVIDE INFORMATION ON THE TRANSITION.	
<input checked="" type="checkbox"/> Other (describe) Comments: WKNO STAFF WORKING WITH MEMPHIS LIGHT GAS AND WATER PLACED A DTV TRANSITION MESSAGE IN THE UTILITY BILL FOR THE CITIZENS IN MEMPHIS AND OUTLYING COMMUNITIES SERVED BY MLGW.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: WKNO STAFF CONTINUE TO WORK WITH AREA OFFICALS OF THE SOLID WASTE DEPARTMENTS TO HELP EDUCATE BOTH THE CITIZENS AND IN SOME CASES STAFF OF THESE SOLID WASTE DEPARTMENTS ABOUT THE PROPER WAY TO DISPOSE OF DISCARDED TELEVISIONS. WKNO WILL	

CONTINUE TO BROADCAST ITS OWN PRODUCTION OF "ARE YOU READY FOR DIGITAL TV?" THROUGH THE END OF THE TRANSITION. ADDITIONAL "SOFT TESTS" WILL ALSO BE SCHEDULED DURING THE FINAL PERIOD BEFORE THE 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 DIRECTOR OF TELEVISION & TECHNOLOGY
Signature RUSS A. ABERNATHY	Date (mm/dd/yyyy) 10/07/2008

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).

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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

FCC MB - CDBS Electronic Filing
Account number: 431946

Description: WKNO-TV 3RD QTR DTV ACTIVITY REPORT
Application Reference Number: 20081007ADW
Successfully filed at Oct 7 2008 12:42PM

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