

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. BDERCT-20090108ADI	
Licensee WQED MULTIMEDIA					
Call Sign WQEX		Facility Id 41314		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
PITTSBURGH		PA	ALLEGHENY		15213 -
Nielsen DMA PITTSBURGH		World Wide Web Home Page Address WWW.WQED.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	16				
<input checked="" type="checkbox"/> Digital	26				
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 checked="" type="radio"/> Option One (A and D) <input type="radio"/> Option Two (B and D) <input 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 A (For broadcasters electing Option One).

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	<input checked="" type="radio"/> Yes <input type="radio"/> No

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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 WQEX WEBSITE IS PART OF THE WQED MULTIMEDIA WEBSITE. WQED MULTIMEDIA OWNS AND OPERATES TWO BROADCAST STATIONS, WQED-TV AND WQEX-TV. THE COMPANY WEBSITE DOES CONTAIN ADDITIONAL DTV-RELATED INFORMATION INCLUDING A SEVEN-MINUTE VIDEO SEGMENT REGARDING THE CONVERSION TO DIGITAL TELEVISION.	
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: ON OCTOBER 3, 2008, BOTH WQED MULTIMEDIA'S DIRECTOR OF PROGRAMMING AND A MARKETING ASSOCIATE PROVIDED INDIVIDUAL CONSULTATIONS AT SENATOR JANE ORIE'S ANNUAL SENIORS EXPO, BUTLER COUNTY AIRPORT, WHICH HAD 2500 ATTENDEES. THEY DISCUSSED HOW TO OBTAIN AND CONNECT THE DIGITAL CONVERTER BOXES, AND ANSWERED THE PUBLIC'S QUESTIONS REGARDING THE TRANSITION.	
<input checked="" type="checkbox"/> Community Events	
Comments: DURING THE LAST QUARTER OF 2008, WQED MULTIMEDIA'S DIRECTOR OF PROGRAMMING, EXECUTIVE DIRECTOR OF ENGINEERING AND OPERATIONS, AND MARKETING ASSOCIATE ROTATED PROVIDING DTV WORKSHOPS AND INDIVIDUAL CONSULTATION AT THE FOLLOWING EVENTS: 10/09/2008: ROBINSON TOWNSHIP LIBRARY, 30 ATTENDEES. 10/21/2008: LUTHERAN SERVICE SOCIETY PRIMETIME ACTIVITY CENTER, BELLEVUE, PA, 30 ATTENDEES 11/19/2008: MANOR PUBLIC LIBRARY, 30 ATTENDEES THE WORKSHOPS COVERED INFORMATION REGARDING HOW TO OBTAIN AND CONNECT THE DIGITAL CONVERTER BOXES, IN ADDITION TO ANSWERING THE PUBLIC'S QUESTIONS REGARDING THE TRANSITION.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WQED MULTIMEDIA'S DIRECTOR OF ENGINEERING CONDUCTED MANY TELEPHONE CONSULTATIONS REGARDING HOW TO OBTAIN AND CONNECT THE DIGITAL CONVERTER BOXES, AND THE DIGITAL TV TRANSITION PROCESS IN GENERAL. HE ALSO VISITED SOME HOMES TO ASSIST WITH CONNECTING CONVERTER BOXES.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	

Comments:

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 PRESIDENT & CEO
Signature GEORGE L. MILES, JR.	Date (mm/dd/yyyy) 01/08/2009

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).

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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

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Description: WQEX 4TH QUARTER ACTIVITY REPORT
Application Reference Number: 20090108ADI
Successfully filed at Jan 8 2009 11:35AM

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