

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. -	
Licensee GREATER WASHINGTON EDUCATIONAL TELECOMMUNICATIONS ASSN, INC					
Call Sign WETA-TV		Facility Id 65670		Previous Call Sign (if applicable)	
Community of License					
City WASHINGTON		State DC	County WASHINGTON, DC		Zip Code 20013 -
Nielsen DMA WASHINGTON DC (HAGRSTWN)		World Wide Web Home Page Address WWW.WETA.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital		27			
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 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? Yes 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 1


Comments:
WETA WAS IN COMPLETE COMPLIANCE WITH THE FCC REQUIREMENTS ON ITS DIGITAL CHANNEL FOR THE MONTHS OF OCTOBER, NOVEMBER AND DECEMBER. THE DAILY AND MONTHLY DTV CONSUMER EDUCATION ANNOUNCEMENT REQUIREMENTS WERE MET OR EXCEEDED. THE 30-MINUTE "GET READY FOR DTV" PROGRAM WAS BROADCAST 78 TIMES ON DIGITAL WETA TV26 BETWEEN OCTOBER 1 AND DECEMBER 31, 2008. ALL OF THE BROADCASTS OCCURRED BETWEEN THE HOURS OF 8:00 A.M. AND 11:35 P.M.

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: WETA IS MAINTAINING A SPECIAL AREA (WETA.ORG/DTV) ON ITS WEBSITE TO SHARE INFORMATION ABOUT THE DTV TRANSITION AND ADDRESS VIEWER CONCERNS AND QUESTIONS. CONTENT IS UPDATED REGULARLY TO SPOTLIGHT TIMELY ISSUES, INCLUDING CONVERTER BOX INSTALLATION TIPS, ANTENNA REQUIREMENTS, AND ANALOG SHUT-OFF TESTS. THE DTV SUB-SITE CONTAINS GENERAL INFORMATION; DTV PROGRAMMING THAT HAS BEEN BROADCAST ON WETA TV; INFORMATION ABOUT CONVERTER BOXES AND COUPONS; INFORMATION ABOUT WETA'S DIGITAL CHANNELS; AND LINKS TO ADDITIONAL RESOURCES.	
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: WETA PARTICIPATED IN PANEL DISCUSSIONS ABOUT THE DTV TRANSITION AT A MEETING OF PUBLIC RELATIONS AND PRESS PROFESSIONALS.	
<input checked="" type="checkbox"/> Community Events	
Comments: WETA HAS BEEN DISTRIBUTING INFORMATION AT LOCAL LIBRARIES AS WELL AS AT VARIOUS COMMUNITY EVENTS, GETTING THE WORD OUT THROUGH SIGNAGE AND COLLATERAL MATERIALS AT MALLS, THEATERS AND OTHER AREA VENUES.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: MONTHLY WETA MAGAZINE (DISTRIBUTION 120,000): A REGULAR DTV FEATURE IS INCLUDED IN EACH ISSUE, COVERING IMPORTANT TOPICS SUCH AS RECEPTION AND CONVERTER BOXES. A SPECIAL EIGHT-PAGE DTV INSERT WAS INCLUDED IN THE DECEMBER, 2008 ISSUE. TV HIGHLIGHTS E-NEWSLETTER: INCLUDING DTV INFORMATION IN AN ELECTRONIC NEWSLETTER DISTRIBUTED BIWEEKLY TO NEARLY 49,000. ARE YOU READY FOR DTV FLYER: STARTING JULY, 2008 AND CONTINUING THROUGH DECEMBER, 2008, DISTRIBUTED APPROXIMATELY 10,000 FLYERS TO COMMUNITY PARTNERS AND LIBRARIES. GET READY FOR DIGITAL TV DVD: DISTRIBUTED APPROXIMATELY 1,000 DVDS TO COMMUNITY PARTNERS AND LIBRARIES. CREATED AND DISTRIBUTED FLYERS THAT BUILD DTV AWARENESS TO UNDERSERVED POPULATIONS, THE LITERACY COUNCIL OF NORTHERN VIRGINIA, AREA CHURCHES AND WETA VIEWERS AND MEMEBERS.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: WETA PARTICIPATED IN FOUR ANALOG SHUT OFF TESTS IN DECEMBER. VIEWERS WERE INSTRUCTED TO TUNE IN AT THE TIME OF THE TEST TO FIND OUT IF THEY WERE READY FOR THE SWITCH TO DTV. DURING THE TEST, VIEWERS RECEIVED DTV CONSUMER TELEPHONE AND WEBSITE CONTACTS. THE TESTS OCCURRED ON DECEMBER 2, 10, 15 AND 23.	

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 EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER
Signature JOSEPH B. BRUNS	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).

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.