

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. BDERET-20090401ATE	
Licensee IDEASTREAM					
Call Sign WVIZ		Facility Id 18753		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
CLEVELAND		OH	CUYAHOGA		44101 -
Nielsen DMA CLEVELAND-AKRON (CANTON)		World Wide Web Home Page Address WWW.WVIZ.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	25				
<input checked="" type="checkbox"/> Digital	26				
Report reflects information for quarter ending: 03/31/2009					
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 June 12, 2009.	
Total number of 30 Minute Informational Programs 1	
Comments: AIRED 1/2 HOUR SPECIAL "GET READY FOR DIGITAL"	

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: PARTICIPATED IN SECOND PHONEBANK FOR 20+ LOCAL BROADCAST REPRESENTATIVES AS PART OF VOLUNTARY 5 MINUTE ANALOG SHUT-OFF TEST. PHONEBANK ANSWERED VIEWER QUESTIONS FOR 4 HOURS. CONTACTED VIEWERS REGARDING RECEPTION ISSUES, COUPONS, INFORMATIONAL QUESTIONS AS FOLLOW-UP TO PHONE BANK.	
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: AMONG TEXT DESCRIBING THE DTV TRANSITION AND PROCEDURES, OUR WEBSITE (WVIZ.ORG) CONTAINS INFORMATION REGARDING RESOURCE LINKS, CONVERTER BOX COUPONS, DIGITAL RECEPTION, RE-SCANNING, AND ANTENNA INFORMATION. ALSO LISTED IS A CABLE CHART WITH SYSTEMS AND THEIR CHANNEL CARRIAGE OF WVIZ HD AND MULTI-CHANNELS. FINALLY, UPDATED INFORMATION TO REFLECT NEW TRANSITION DEADLINE AND INFORMATION REGARDING STATION'S DIGITAL SIGNAL WAS ADDED.	
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 type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: DTV UPDATE AND INFORMATION PROVIDED AT STATION WIDE MEETING. WEEKLY MEETINGS FOR KEY EMPLOYEES TO DISSEMINATE DTV MESSAGES AND KEEP APPRISED OF UPDATED NEW CONSUMER EDUCATION REQUIREMENTS. MEETING WITH CABLE PROVIDERS REGARDING DIGITAL CHANNEL LINEUPS/AVAILABILITY AND TRANSITIONING. CREATED DATABASE FOR VIEWERS REGARDING RECEPTION ISSUES. POLLED EMPLOYEES REGARDING READINESS FOR TRANSITION. WROTE DIGITAL INFORMATIONAL PIECES FOR VIP NEWSLETTER (1000 VIEWERS); PROGRAM GUIDE DTV COLUMN (20,000 MEMBERS); ADDITIONAL MATERIALS WRITTEN FOR VARIOUS INFORMATIONAL PIECES.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: PARTICIPATED IN MANY CONFERENCE CALLS (FCC, PBS, PTPA, NIELSEN) REGARDING DIGITAL TRANSITION, READINESS, STATIONS THAT TRANSITIONED 2.17.09 AND WHAT ISSUES/CONSIDERATIONS ARE MOST IMPORTANT TO VIEWERS THAT STATIONS TRANSITIONING IN JUNE CAN BE AWARE OF AND RESPOND TO.	

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 PROGRAMMING
Signature DAVID G. KANZEG	Date (mm/dd/yyyy) 04/01/2009

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-PERF, 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: 619556

Description: WVIZ APRIL 2009 DTV ACTIVITY REPORT
Application Reference Number: 20090401ATE
Successfully filed at Apr 1 2009 4:38PM

Based on the information supplied, no fee is required.

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