

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. BDEREDT-20090701AFE	
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: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
<b>Simulcasting:</b>					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
<b>Application Purpose:</b>					
<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 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>30 Minute Educational Programs - Last Quarter</b>	
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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..	
Total number of 30 Minute Informational Programs	1
Comments:	

### Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	

### Section D (For all broadcasters)

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: FCC REPRESENTATIVE WAS INTERVIEWED ON BOTH RADIO/TV PRIOR TO JUNE 12 TRANSITION DATE. PROVIDED INFORMATION REGARDING CALL/HELP CENTERS TO VIEWERS/LISTENERS AS WELL AS AVAILABLE CONVERTER BOX INSTALL AND ANTENNA HELP. STAFF WAS AVAILABLE ON TRANSITION DATE AND OVER THE WEEKEND TO FIELD CALLS REGARDING SCANNING, CONVERTER BOXES, RECEPTION ISSUES, ETC. STAFF FIELDDED OVER 475 CALLS/EMAILS. CONTINUE TO TAKE CALLS REGARDING SIGNAL RECEPTION ISSUES TO DATE.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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. UPDATED INFORMATION REGARDING STATION'S DIGITAL SIGNALS PROVIDED. ALSO A SEGMENT ON RECYCLING ANALOG TELEVISIONS WAS ADDED.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	

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.

Speaking Engagements

Comments:

Community Events

Comments:

Other (describe)

Comments:

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.

**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, ASSISTED KEY STAFF WITH TRANSITION INFORMATION AND RESOURCES AVAILABLE FOR VIEWERS. COMMUNICATED TOWER/ANTENNA PROGRESS TO CABLE/SATELLITE PROVIDERS TO SHARE WITH VIEWERS. SENT OUT DTV UPDATES IN BOTH WRITTEN AND E-NEWSLETTERS FOR MEMBERS.

### 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) 07/01/2009

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

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**  
**Account number: 619556**

**Description: WVIZ JULY DTV EDUCATION REPORT**  
**Application Reference Number: 20090701AFE**  
**Successfully filed at Jul 1 2009 5:11PM**

**Based on the information supplied, no fee is required.**

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