

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-20090108ADU	
Licensee WASHBURN UNIVERSITY OF TOPEKA					
Call Sign KTWU		Facility Id 70938		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
TOPEKA		KS	SHAWNEE		66621 -
Nielsen DMA TOPEKA		World Wide Web Home Page Address KTWU.WASHBURN.EDU		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	11				
<input checked="" type="checkbox"/> Digital	23				
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 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 February 17, 2009.	
Total number of 30 Minute Informational Programs 8	
Comments: KTWU AIRED "GET READY FOR DIGITAL" ON 10/5 AT 9:30PM, 10/18 AT 10:30AM, 10/26 AT 3:30PM, 10/29 AT 9:30PM, 11/9 AT 9:30PM, AND 11/14 AT 2:30PM. THIS PROGRAM WAS PRODUCED BY WETA, INCLUDES TIPS	

AND ADVICE FOR MAKING THE TRANSITION TO DIGITAL TV FROM NORM ABRAM AND KEVIN O'CONNOR OF "THIS OLD HOUSE." ALSO: DTV NEWS FROM MARIA HINOJOSA ("NOW ON PBS").

KTWU ALSO AIRED "COUNTDOWN TO DIGITAL" ON 12/14 AT 3:30PM AND 12/15 AT 8:00PM. THIS PROGRAM WAS PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS WITH INTERNAL BREAK HOLES FOR COMMERCIAL STATIONS. AS A COMMERCIAL-FREE STATION, WE FILLED THE INTERNAL BREAK TIMES WITH A LOCAL MESSAGE FROM OUR GM REGARDING OUR LOCAL STATION INITIATIVES, ENDING WITH A CALL FOR ACTION AND ALSO PSAS DIRECTED SOLELY TOWARDS THE DTV AWARENESS INITIATIVE IN ORDER TO SEEMLESSLY CONTINUE THE MESSAGE FOR THE FULL LENGTH OF THE PROGRAM.

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
<p>Comments:</p> <p>ON DECEMBER 19TH, BETWEEN 1:00PM-2:00PM WE CONDUCTED A PHONE BANK TO HELP ANSWER VIEWER QUESTIONS IN RELATION TO THE DIGITAL TRANSITION. WE SQUEEZED BACK REGULAR SCHEDULED PROGRAMS ON OUR ANALOG SIGNAL AND SOLICITED VIEWERS TO CALL OUR 800#, WHERE WE HAD A TOTAL OF 8 STAFF MEMBERS AND VOLUNTEERS AVAILABLE TO TAKE CALLS AND ANSWER QUESTIONS.</p> <p>KTWU ALSO CREATED A :60 SECOND PSA UTILIZING THE CEO/GM, INFORMING VIEWERS OF THE FEBRUARY 17TH SWITCH TO DIGITAL, WHO IT AFFECTS, WHAT TO BE AWARE OF AND SOLICITING VIEWERS TO CALL THE STATION OR TO VISIT OUR WEBSITE, WHICH LINKS TO WWW.DTV2009.GOV.</p>	
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
<p>Comments:</p> <p>WE CURRENTLY CARRY A LINK TO WWW.DTV2009.GOV ON OUR HOMEPAGE, IN ADDITION TO A DIGITAL TELEVISION SUB-PAGE THAT GIVES A BRIEF OVERVIEW OF THE DIGITAL CONVERSION, INCLUDING INFORMATION ON THE COUPON PROGRAM. THE SUB-PAGE INCLUDES A LINK TO THE COUPON PROGRAM AT WWW.DTV2009.GOV, AS WELL AS A LINK TO THE FCC WEBSITE, WWW.DTV.GOV. DURING THE 2ND QUARTER WE PUT A DIRECT LINK TO THE COUPON PROGRAM AT WWW.DTV2009.GOV ON OUR HOMEPAGE AND ADDED A NEW LINK THAT INFORMS BROWSERS OF SCHEDULED OUTREACH EFFORTS THROUGHOUT THE KTWU VIEWING AREA. NO CHANGES WERE MADE TO OUR WEBSITE DURING THE 3RD & 4TH QUARTER, WITH THE EXCEPTION OF UPDATING OUTREACH EFFORTS; CHANGES MADE IN THE 1ST AND 2ND QUARTER STILL APPLY.</p>	
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	
<p>Comments:</p> <p>OCTOBER 14TH - EMPORIA PUBLIC LIBRARY, EMPORIA KANSAS (APPROX. 20 ATTENDED)</p> <p>OCTOBER 22ND - CLAY CENTER CARNEGIE LIBRARY, CLAY CENTER, KANSAS (APPROX. 15 ATTENDED)</p> <p>OCTOBER 28TH - MARYSVILLE PUBLIC LIBRARY, MARYSVILLE, KANSAS (APPROX. 10 ATTENDED)</p> <p>OCTOBER 30TH - SOUTHWEST TOPEKA KIWANIS AT ATRIA HEARTHSTONE, TOPEKA, KANSAS (APPROX. 30 ATTENDED)</p>	

NOVEMBER 6TH - INDEPENDENCE PUBLIC LIBRARY, INDEPENDENCE, KANSAS - MORNING AND EVENING PRESENTATION (APPROX. 20 ATTENDED IN ALL)

NOVEMBER 6TH - COFFEYVILLE PUBLIC LIBRARY, COFFEYVILLE, KANSAS - AFTERNOON PRESENTATION (APPROX. 15 ATTENDED)

NOVEMBER 13TH - MANHATTAN PUBLIC LIBRARY, MANHATTAN, KANSAS (APPROX. 50 ATTENDED)

NOVEMBER 18TH - LAWRENCE PUBLIC LIBRARY, LAWRENCE, KANSAS (APPROX. 12 ATTENDED)

NOVEMBER 20TH - ALLEN COUNTY COMMUNITY COLLEGE, IOLA, KANSAS (APPROX. 5 ATTENDED)

DECEMBER 14TH - TOPEKA OPERA SOCIETY AND CORAL ASSOC., TOPEKA, KANSAS (APPROX. 50 ATTENDED)

Community Events

Comments:
OCTOBER 4TH - AUBURN, KS FAIR. KTWU HOSTED A BOOTH FROM 9AM - 2PM IN ORDER TO CREATE AWARENESS, ANSWER QUESTIONS AND PASS OUT INFORMATION RELATED TO THE FEBRUARY 17TH SWITCH TO DIGITAL.

Other (describe)

Comments:
DURING THE 4TH QUARTER WE ORGANIZED A PHONE BANK EFFORT TO HELP REACH HOMEBOUND AND OTHER VIEWERS WITH THEIR QUESTIONS RELATED TO THE DIGITAL TRANSITION DURING SOME OF OUR HIGHLY VIEWED PROGRAMS. ON DECEMBER 15TH WE HAD A TRAINING SESSION WITH RECOMMENDED STAFF MEMBERS AND VOLUNTEERS ON HOW TO ASSIST CALLERS WITH THEIR QUESTIONS. WE HAD OUR PRELIMINARY PHONE BANK ON DECEMBER 19TH BETWEEN 1P-2P AND HAVE MORE SCHEDULED DURING PRIMETIME IN THE 1ST QUARTER OF 2009.

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 CEO AND GENERAL MANAGER
Signature EUGENE C. WILLIAMS	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

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 652749

Description: KTWU 4TH QUARTER ACTIVITY REPORT
Application Reference Number: 20090108ADU
Successfully filed at Jan 8 2009 12:00PM

Based on the information supplied, no fee is required.

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