

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WDCQ-TV and
WDCQ-DT

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

- Option One (A and D)
 Option Two (B and D)
 Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

- Yes
 No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

- Yes
 No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers		Community of License			
			City	State	County	Zip Code
WDCQ-TV/DT	Analog	35 <input checked="" type="checkbox"/>	Bad Axe	MI	Huron	48413
	Digital	15 <input checked="" type="checkbox"/>				
Licensee Delta College						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address		
			66	www.delta.edu/broadcasting		
Facility ID Number	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)			
16530			10/01/13			

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

0

Comments (add additional sheets where necessary):

We started broadcasting on-air spots in February 2008. Here is a list of all of the spots that ran during the first quarter.

DTV-02 PA DTV TRANSITION - CONVERTER BOX PROG 02:30
Sat 02/02/2008 at 21:24:36:00 for 00:02:30:00 on TODAYS
Sun 02/10/2008 at 13:57:15:00 for 00:02:30:00 on TODAYS
Sat 02/16/2008 at 15:27:01:00 for 00:02:30:00 on TODAYS
Sun 02/17/2008 at 23:26:28:00 for 00:02:30:00 on TODAYS
Mon 03/10/2008 at 06:25:15:00 for 00:02:30:00 on TODAYS
Fri 03/14/2008 at 12:55:43:00 for 00:02:30:00 on TODAYS
Sat 03/15/2008 at 14:26:46:00 for 00:02:30:00 on TODAYS
Thu 03/20/2008 at 22:54:38:00 for 00:02:30:00 on TODAYS
Sun 03/23/2008 at 13:57:15:00 for 00:02:30:00 on TODAYS
Sat 03/29/2008 at 21:24:42:00 for 00:02:30:00 on TODAYS

The above item appeared 10 times between 02/01/2008 and 03/31/2008.

DTV-04 PA DTV TRANSITION - DIFFERENT TV TYPES 02:00
Mon 02/04/2008 at 23:27:15:00 for 00:02:00:00 on TODAYS
Fri 02/08/2008 at 22:56:57:00 for 00:02:00:00 on TODAYS
Thu 02/21/2008 at 24:26:46:00 for 00:02:00:00 on TODAYS
Sun 02/24/2008 at 18:57:16:00 for 00:02:00:00 on TODAYS
Tue 03/04/2008 at 24:27:46:00 for 00:02:00:00 on TODAYS
Thu 03/06/2008 at 12:27:16:00 for 00:02:00:00 on TODAYS
Sat 03/22/2008 at 20:27:41:00 for 00:02:00:00 on TODAYS
Wed 03/26/2008 at 06:36:16:00 for 00:02:00:00 on TODAYS
Fri 03/28/2008 at 20:27:45:00 for 00:02:00:00 on TODAYS
Sun 03/30/2008 at 12:26:45:00 for 00:02:00:00 on TODAYS

The above item appeared 10 times between 02/01/2008 and 03/31/2008.

DTV-05 PA DTV TRANSITION - HOW TO HOOK UP CON 02:00
Sat 02/23/2008 at 16:26:45:00 for 00:02:00:00 on TODAYS
Fri 03/07/2008 at 19:57:40:00 for 00:02:00:00 on TODAYS
Fri 03/14/2008 at 20:25:10:00 for 00:02:00:00 on TODAYS
Sat 03/15/2008 at 21:24:40:00 for 00:02:00:00 on TODAYS
Sun 03/16/2008 at 15:56:46:00 for 00:02:00:00 on TODAYS
Mon 03/17/2008 at 06:24:59:00 for 00:02:00:00 on TODAYS

Wed 03/19/2008 at 20:57:16:00 for 00:02:00:00 on TODAYS

The above item appeared 7 times between 02/01/2008 and 03/31/2008.

DTV-03 PA DTV TRANSITION - DIGITAL/ANALOG DIF 01:40

Tue 02/05/2008 at 11:57:15:00 for 00:01:40:00 on TODAYS
Mon 02/11/2008 at 18:56:56:00 for 00:01:40:00 on TODAYS
Thu 02/14/2008 at 06:27:34:00 for 00:01:40:00 on TODAYS
Fri 02/22/2008 at 23:27:33:00 for 00:01:40:00 on TODAYS
Tue 02/26/2008 at 21:57:31:00 for 00:01:40:00 on TODAYS
Wed 03/05/2008 at 18:27:35:00 for 00:01:40:00 on TODAYS
Thu 03/13/2008 at 20:57:44:00 for 00:01:40:00 on TODAYS
Sat 03/15/2008 at 18:26:46:00 for 00:01:40:00 on TODAYS
Sun 03/16/2008 at 23:26:28:00 for 00:01:40:00 on TODAYS
Wed 03/19/2008 at 12:27:16:00 for 00:01:40:00 on TODAYS
Fri 03/21/2008 at 20:57:16:00 for 00:01:40:00 on TODAYS
Tue 03/25/2008 at 19:57:31:00 for 00:01:40:00 on TODAYS
Fri 03/28/2008 at 12:27:06:00 for 00:01:40:00 on TODAYS
Sun 03/30/2008 at 20:57:01:00 for 00:01:40:00 on TODAYS
Mon 03/31/2008 at 18:57:16:00 for 00:01:40:00 on TODAYS

The above item appeared 15 times between 02/01/2008 and 03/31/2008.

DTV-01 PA DTV TRANSITION - NOT THE END OF FRE 01:10

Thu 02/07/2008 at 19:56:58:00 for 00:01:10:00 on TODAYS
Wed 02/13/2008 at 20:57:44:00 for 00:01:10:00 on TODAYS
Sat 02/16/2008 at 19:58:30:00 for 00:01:10:00 on TODAYS
Mon 02/25/2008 at 12:28:18:00 for 00:01:10:00 on TODAYS
Wed 02/27/2008 at 12:57:15:00 for 00:01:10:00 on TODAYS
Sun 03/02/2008 at 16:54:32:00 for 00:01:10:00 on TODAYS
Thu 03/06/2008 at 23:27:36:00 for 00:01:10:00 on TODAYS
Sun 03/09/2008 at 12:27:08:00 for 00:01:10:00 on TODAYS
Wed 03/12/2008 at 11:57:15:00 for 00:01:10:00 on TODAYS
Fri 03/21/2008 at 06:28:04:00 for 00:01:10:00 on TODAYS
Sat 03/22/2008 at 12:58:14:00 for 00:01:10:00 on TODAYS
Sun 03/23/2008 at 20:57:31:00 for 00:01:10:00 on TODAYS
Wed 03/26/2008 at 18:28:04:00 for 00:01:10:00 on TODAYS
Sat 03/29/2008 at 15:56:55:00 for 00:01:10:00 on TODAYS
Mon 03/31/2008 at 12:27:37:00 for 00:01:10:00 on TODAYS

The above item appeared 15 times between 02/01/2008 and 03/31/2008.

DTV-07 PR DTV / THIS OLD HOUSE 01:00

Mon 03/17/2008 at 22:27:31:00 for 00:01:00:00 on TODAYS
Thu 03/20/2008 at 18:27:34:00 for 00:01:00:00 on TODAYS
Sat 03/22/2008 at 22:57:16:00 for 00:01:00:00 on TODAYS
Mon 03/24/2008 at 22:57:45:00 for 00:01:00:00 on TODAYS
Wed 03/26/2008 at 12:27:48:00 for 00:01:00:00 on TODAYS
Fri 03/28/2008 at 06:27:39:00 for 00:01:00:00 on TODAYS
Sun 03/30/2008 at 16:58:10:00 for 00:01:00:00 on TODAYS

The above item appeared 7 times between 02/01/2008 and 03/31/2008.

MAPB-01 PR DTV MAPB ROADBLOCK 01:00

Wed 02/20/2008 at 19:59:00:00 for 00:01:00:00 on TODAYS
Tue 03/11/2008 at 18:57:45:00 for 00:01:00:00 on TODAYS
Wed 03/12/2008 at 18:27:34:00 for 00:01:00:00 on TODAYS
Thu 03/13/2008 at 18:56:46:00 for 00:01:00:00 on TODAYS
Sun 03/16/2008 at 19:56:59:00 for 00:01:00:00 on TODAYS
Tue 03/18/2008 at 18:57:26:00 for 00:01:00:00 on TODAYS
Wed 03/26/2008 at 20:57:45:00 for 00:01:00:00 on TODAYS
Fri 03/28/2008 at 18:27:14:00 for 00:01:00:00 on TODAYS

Mon 03/31/2008 at 21:58:16:00 for 00:01:00:00 on TODAYS

The above item appeared 9 times between 02/01/2008 and 03/31/2008.

GSA-201 PR DTV / GSA ENGLISH 00:30

Sun 02/10/2008 at 18:58:41:00 for 00:00:30:00 on TODAYS
Tue 02/12/2008 at 19:58:37:00 for 00:00:30:00 on TODAYS
Fri 02/15/2008 at 18:27:04:00 for 00:00:30:00 on TODAYS
Fri 02/15/2008 at 21:28:57:00 for 00:00:30:00 on TODAYS
Sat 02/16/2008 at 13:27:01:00 for 00:00:30:00 on TODAYS
Sun 02/17/2008 at 12:57:44:00 for 00:00:30:00 on TODAYS
Mon 02/18/2008 at 17:59:15:00 for 00:00:30:00 on TODAYS
Mon 02/18/2008 at 20:58:46:00 for 00:00:30:00 on TODAYS
Tue 02/19/2008 at 18:28:03:00 for 00:00:30:00 on TODAYS
Tue 02/19/2008 at 19:58:57:00 for 00:00:30:00 on TODAYS
Tue 02/19/2008 at 22:59:00:00 for 00:00:30:00 on TODAYS
Wed 02/20/2008 at 12:58:58:00 for 00:00:30:00 on TODAYS
Wed 02/20/2008 at 18:57:06:00 for 00:00:30:00 on TODAYS
Wed 02/20/2008 at 24:26:46:00 for 00:00:30:00 on TODAYS
Thu 02/21/2008 at 06:26:44:00 for 00:00:30:00 on TODAYS
Thu 02/21/2008 at 18:27:04:00 for 00:00:30:00 on TODAYS
Fri 02/22/2008 at 18:27:33:00 for 00:00:30:00 on TODAYS
Fri 02/22/2008 at 20:57:45:00 for 00:00:30:00 on TODAYS
Sun 02/24/2008 at 13:56:46:00 for 00:00:30:00 on TODAYS
Sun 02/24/2008 at 22:57:46:00 for 00:00:30:00 on TODAYS
Mon 02/25/2008 at 18:58:14:00 for 00:00:30:00 on TODAYS
Tue 02/26/2008 at 18:58:46:00 for 00:00:30:00 on TODAYS
Tue 02/26/2008 at 24:27:15:00 for 00:00:30:00 on TODAYS
Wed 02/27/2008 at 18:58:16:00 for 00:00:30:00 on TODAYS
Fri 02/29/2008 at 13:59:14:00 for 00:00:30:00 on TODAYS

The above item appeared 25 times between 02/01/2008 and 03/31/2008.

GSA-203 PR DTV / GSA HARWELL 00:30

Sat 03/01/2008 at 18:59:17:00 for 00:00:30:00 on TODAYS
Sun 03/02/2008 at 13:57:45:00 for 00:00:30:00 on TODAYS
Mon 03/03/2008 at 18:27:14:00 for 00:00:30:00 on TODAYS
Tue 03/04/2008 at 06:59:16:00 for 00:00:30:00 on TODAYS
Tue 03/04/2008 at 12:27:48:00 for 00:00:30:00 on TODAYS
Wed 03/05/2008 at 11:29:16:00 for 00:00:30:00 on TODAYS
Fri 03/07/2008 at 06:27:56:00 for 00:00:30:00 on TODAYS
Wed 03/12/2008 at 19:57:45:00 for 00:00:30:00 on TODAYS
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Sat 03/22/2008 at 15:57:04:00 for 00:00:30:00 on TODAYS
Mon 03/24/2008 at 18:58:16:00 for 00:00:30:00 on TODAYS
Sun 03/30/2008 at 23:26:58:00 for 00:00:30:00 on TODAYS

The above item appeared 17 times between 02/01/2008 and 03/31/2008.

GSA-204 PR DTV / GSA HARWELL 00:20

Mon 03/17/2008 at 18:27:49:00 for 00:00:20:00 on TODAYS
Tue 03/18/2008 at 13:57:01:00 for 00:00:20:00 on TODAYS

The above item appeared 2 times between 02/01/2008 and 03/31/2008.

GSA-205 PR DTV / GSA HARWELL 00:10

Sat 03/08/2008 at 22:59:11:00 for 00:00:10:00 on TODAYS

Mon 03/10/2008 at 12:58:15:00 for 00:00:10:00 on TODAYS
Mon 03/10/2008 at 20:58:00:00 for 00:00:10:00 on TODAYS
Wed 03/12/2008 at 06:27:49:00 for 00:00:10:00 on TODAYS
Wed 03/12/2008 at 12:59:28:00 for 00:00:10:00 on TODAYS

The above item appeared 5 times between 02/01/2008 and 03/31/2008.

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.

Yes No

Comments (add additional sheets where necessary):

During our March 2008 pledge drive, we notified the public that analog will be shut off in February 2009. We also let the public know about the government coupon program to receive digital boxes. This information was communicated on all 6 of our live nights.

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? Yes 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.

Yes No

Comments (add additional sheets where necessary):

We have the government coupon program linked to the home page of our website so that viewers can easily access it.

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.

Speaking Engagements

Comments (add additional sheets where necessary):

An informative meeting with a group of business professionals about what DTV is and how to get coupons.

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

A DTV Brochure was sent out to all of our members in our end of the year tax receipt mailing.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

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 Barry Baker	Typed or Printed Title of Person Signing General Manager
Signature <input type="checkbox"/>	Date April 4, 2008

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).