

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-20090109AIZ	
Licensee NEW JERSEY PUBLIC BROADCASTING AUTHORITY					
Call Sign WNJB		Facility Id 48457		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
NEW BRUNSWICK		NJ	MIDDLESEX		08901 -
Nielsen DMA NEW YORK		World Wide Web Home Page Address WWW.NJN.NET		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	58				
<input checked="" type="checkbox"/> Digital	8				
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 2	
Comments: THE IMAGES/IMAGENES SPECIAL "ARE YOU READY FOR DTV 2009?" AIRED DECEMBER 4TH AT 7 PM AND DECEMBER 7TH AT 8 AM. IT WILL BE SCHEDULED TO AIR AGAIN ON JANUARY 8TH, JANUARY 11TH,	

FEBRUARY 5TH AND FEBRUARY 8TH.

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: WE REVAMPED THE NJN DIGITAL SECTION WITH FOUR MAJOR CATEGORIES FEATURING AN EYE-CATCHING 16X9 PLAYER WITH A 20 SECOND SPOT THAT PLAYS AS SOON AS ATHE PAGE APPEARS. THE THIRTY MINUTE PROGRAM IS ARCHIVED ON OUR WEBSITE SO VISITORS TO THE WEB CAN WATCH IT ON DEMAND.UNDER THE SECTION INFORMACION EN ESPANOL, WE MAKE THE EPISODE AVAILABLE AS WELL AS MAINTAINING OTHER CLIPS. WE ARE IN THE PROCESS OF GETTING THE PBS SPECIAL ABOUT THE DIGITAL CONVERSION FEATURING THIS OLD HOUSE HOSTS ENCODED FOR THE WEB. THE WEBSITE INCLUDES INFORMATION AND LINKS ABOUT THE DIGITAL CONVERSION. WE CREATED A WIDE BANNER WHICH READS "TV IS GOING DIGITAL IN THE US ON FEBRUARY 17, 2009. ARE YOU READY?"	
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: NJN'S SENIOR STAFF SPEAK FREQUENTLY AT COMMUNITY EVENTS ABOUT THE DTV CONVERSION AND NEW SERVICES WE WILL BE ABLE TO PROVIDE.	
<input checked="" type="checkbox"/> Community Events	
Comments: BUCK SLIPS ARE HANDED OUT AT COMMUNITY EVENTS AND ARE FOUND AT THE NJN RECEPTION DESK AND EMPLOYEES' ENTRANCE WITH INFORMATION ON THE COUPON AND CONVERTER BOXES.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: INFORMATION HAS BEEN PROVIDED IN THE E-BLASTS TO 17,000 MEMBERS AND SUPPORTERS SEVERAL TIMES. THIS INCLUDED A DIRECT LINK TO THE WEBSITE. THE NJN GUIDE HAS REGULARLY CONTAINED INFORMATION AND OUR AUDIENCE SERVICES DEPARTMENT HAS FACT SHEETS AND INFORMATION TO RESPOND TO ALL QUESTIONS.	
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 ACTING CHIEF OPERATING OFFICER/DEPUTY EXECUTIVE DIRECTOR FOR
Signature JANICE SELINGER	Date (mm/dd/yyyy) 01/09/2009

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.

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 759618

Description: WNJB 4TH QTR DTV ACTIVITY REPORT
Application Reference Number: 20090109AIZ
Successfully filed at Jan 9 2009 1:26PM

Based on the information supplied, no fee is required.

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