

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. BDERET-20081008ABD	
Licensee NEW JERSEY PUBLIC BROADCASTING AUTHORITY					
Call Sign WNJS		Facility Id 48481		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
CAMDEN		NJ	CAMDEN		08101 -
Nielsen DMA PHILADELPHIA		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	23				
<input checked="" type="checkbox"/> Digital	22				
Report reflects information for quarter ending: 09/30/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<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 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
<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., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs 1	
Comments: THE IMAGES/IMAGENES SPECIAL ARE YOU READY FOR DTV 2009? AIRED AUGUST 7TH AT 6:30 PM WITH A REPEAT ON AUGUST 10TH AT 8:00 AM. IT WILL BE SCHEDULED TO AIR THREE MORE TIMES PRIOR TO	

FEBRUARY 17, 2009.

**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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
<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: THE THIRTY MINUTE PROGRAM IS ARCHIVED ON OUR WEBSITE SO VISITORS TO THE WEB CAN WATCH IT ON DEMAND. THE WEBSITE INCLUDES INFORMATION AND LINKS AS WELL AS SPOTS AND OTHER VIDEO CLIPS WITH ADDITIONAL INFORMATION ABOUT THE DIGITAL CONVERSION. WE ARE CURRENTLY LOOKING TO INCREASE THE VISIBILITY OF THE "DIGITAL TELEVISION" BUTTON ON NJN'S HOMEPAGE (NJV.NET) TO ALERT VIEWERS TO THE ANALOG SHUT-OFF AND THE TRANSITION TO DTV.	
<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.	
<input checked="" type="checkbox"/> Speaking Engagements	
Comments: NJV'S EXECUTIVE DIRECTOR AND OTHER 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 NJV 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 11,000 NJV MEMBERS ON A REGULAR BASIS, INCLUDING A DIRECT LINK TO THE WEBSITE. THE NJV GUIDE HAS REGULARLY CONTAINED INFORMATION AND OUR AUDIENCE SERVICES DEPARTMENT HAS FACT SHEETS AND INFORMATION TO RESPOND TO ALL QUESTIONS.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
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

	DEPUTY EXECUTIVE DIRECTOR FOR PRODUCTION
Signature JANICE SELINGER	Date (mm/dd/yyyy) 10/08/2008

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).

**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: WNJS 3RD QTR DTV ACTIVITY REPORT**  
**Application Reference Number: 20081008ABD**  
**Successfully filed at Oct 8 2008 10:40AM**

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

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