### FCC 388
**DTV Quarterly Activity Station Report**

**Licensee**

THE TRUSTEES OF INDIANA UNIVERSITY

**Call Sign**

WITU

**Facility Id**

66536

**Previous Call Sign (if applicable)**


**Community of License**

City: BLOOMINGTON

State: IN

County: MONROE

Zip Code: 47405 - 5501

**Nielsen DMA**

INDIANAPOLIS

**World Wide Web Home Page Address**

WWW.WTIU.INDIANA.EDU

**Licensee Renewal Expiration Date**

(mm/dd/yyyy)

08/01/2013

**Channel Numbers:**

<table>
<thead>
<tr>
<th>Check</th>
<th>Channel Number(s) to which this form applies.</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>Analog 30</td>
</tr>
<tr>
<td>☑</td>
<td>Digital 14</td>
</tr>
</tbody>
</table>

**Report reflects information for quarter ending:**

03/31/2009

**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

**Application Purpose:**

- ☑ DTV Education Report
- ☑ Amendment

**File Number:**


### 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 June 12, 2009.

**Total number of 30 Minute Informational Programs:**

8

**Comments:**

AIR DATE: 01/01/09 AIR TIME: 0430

AIR DATE: 01/18/09 AIR TIME: 2230

AIR DATE: 01/19/09 AIR TIME: 02:30
AIR DATE: 01/20/09 AIR TIME: 04:30
AIR DATE: 02/08/09 AIR TIME: 22:30
AIR DATE: 02/09/09 AIR TIME: 02:30
AIR DATE: 02/10/09 AIR TIME: 04:30
AIR DATE: 02/18/09 AIR TIME: 05:30
SERIES TITLE: GET READY FOR DIGITAL TV
LENGTH: 30
FAMOUS DO-IT-YOURSELFERS NORM ABRAM AND KEVIN O'CONNOR OF THIS OLD HOUSE OFFER DIGITAL TELEVISION HOW-TO GUIDANCE AND TIPS TO ENSURE THAT VIEWERS ACROSS AMERICA ARE PREPARED TO SUCCESSFULLY MAKE THE SWITCH TO DIGITAL TELEVISION IN THEIR HOMES BEFORE THE ANALOG SHUTOFF IN FEBRUARY 2009. MARIA HINOJOSA OF NOW ON PBS WILL SHARE THE LATEST DTV NEWS FROM THE FIELD.
FORMAT: DEMONSTRATION / INSTRUCTIONAL

Section D (For all broadcasters)

<table>
<thead>
<tr>
<th>Additional DTV On-air Initiatives - Last Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

Comments:

AIR DATE: 01/22/09 AIR TIME: 20:00
AIR DATE: 01/23/09 AIR TIME: 22:00
AIR DATE: 01/26/09 AIR TIME: 18:00
SERIES TITLE: THE WEEKLY SPECIAL
LENGTH: 30
DIGITAL TRANSITION: AN UPDATE ON THE DIGITAL TELEVISION TRANSITION, SPECIFICALLY EXAMINING THOSE WHO USE ANTENNAS TO GET THEIR TELEVISION SIGNAL.
FORMAT: MAGAZINE

AIR DATE: 01/26/09 AIR TIME: 19:00
SERIES TITLE: THE NEWSHOUR WITH JIM LEHRER
LENGTH: 60 SEGMENT LENGTH: 00:08:32
THE IMPENDING SWITCH TO DIGITAL TV HAS CAUSED CONFUSION IN SOME HOUSEHOLDS AND PROMPTED CONGRESS TO CONSIDER DELAYING THE SWITCHOVER EVEN FURTHER OVER CONCERNS THAT THE MESSAGE HAS NOT YET REACHED SOME IMPORTANT GROUPS. KWAME HOLMAN REPORTS.
FORMAT: INTERVIEW / DISCUSSION / REVIEW; NEWS

AIR DATE: 02/04/09 AIR TIME: 19:00
SERIES TITLE: THE NEWSHOUR WITH JIM LEHRER
LENGTH: 60 SEGMENT LENGTH: 00:11
CONGRESS PASSED A BILL WEDNESDAY DELAYING THE TRANSITION FROM ANALOG TO DIGITAL TELEVISION UNTIL JUNE TO GIVE AMERICANS MORE TIME TO PREPARE FOR THE SWITCH. A REPORTER GIVES AN UPDATE.
FORMAT: INTERVIEW / DISCUSSION / REVIEW; NEWS

AIR DATE: 02/05/09 AIR TIME: 20:00
AIR DATE: 02/06/09 AIR TIME: 22:00
SERIES TITLE: THE WEEKLY SPECIAL
LENGTH: 30
DIGITAL TRANSITION DEADLINE: AS THE DIGITAL TRANSITION DATE INCHES CLOSER, FIND OUT WHAT TO DO WITH ALL YOUR DVD AND VCR MACHINES, IF YOU CHOOSE TO USE A CONVERTER BOX.
FORMAT: MAGAZINE

AIR DATE: 02/12/09 AIR TIME: 20:00
AIR DATE: 02/13/09 AIR TIME: 22:00

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

<table>
<thead>
<tr>
<th>Does your station have a Website?</th>
<th>☑ Yes ☐ No</th>
</tr>
</thead>
<tbody>
<tr>
<td>If YES, did your station provide additional DTV related information or activities on that Website?</td>
<td>☑ Yes ☐ No</td>
</tr>
</tbody>
</table>

Comments:
1. WHAT IS DTV? IMPORTANT DATES; WHY ARE WE DOING THIS?
2. WHO DOES DIGITAL TV AFFECT? HOW DO I GET DIGITAL TV?
3. WHAT IS THE CONVERTER BOX AND HOW DO I GET ONE?
4. WHAT IS WIUI DOING FOR DIGITAL TV?
5. HOW DO I GET RID OF MY OLD TV?
6. OTHER DIGITAL TV FREQUENTLY ASKED QUESTIONS (FAQ).
7. LINKS TO OTHER DTV CONSUMER EDUCATION SITES.
8. STREAMING VIDEO OF PSAs, GET READY FOR DIGITAL TV AND WEEKLY SPECIAL SEGMENTS ON DTV.
9. COUNTDOWN CLOCK TO CONVERSION DATE.
10. "APPLY. BUY. TRY." INFORMATION ON HOME PAGE PROMOTING EARLY CONVERTER BOX TRIAL.

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:
* GREENSBURG ROTARY CLUB (01/19/09);
* INDIANA UNIV. PURDUE UNIV. COLUMBUS ALUMNI ASSN. (01/20/09);

☑ Community Events

Comments:
* MONROE COUNTY PUBLIC LIBRARY (BLOOMINGTON, 01/13/09);
* BROWN COUNTY PUBLIC LIBRARY (01/15/09);
* MORGAN COUNTY PUBLIC LIBRARY (01/20/09);
* OWEN COUNTY PUBLIC LIBRARY (01/22/09);
* GREENE COUNTY PUBLIC LIBRARY (BLOOMFIELD, 01/29/09);
* LAWRENCE COUNTY LIBRARY (BEDFORD, 02/09/09)

☑ Other (describe)

Comments:
* ARTICLES IN OUR MEMBER MAGAZINE AND E-MAIL NEWSLETTERS;
* PARTICIPATED IN INDIANAPOLIS DTV "ROAD BLOCK" ON 01/12/09;
* DONATED CONVERTER BOX COUPONS GIVEN TO AREA 10 COUNCIL ON AGING FOR REDISTRIBUTION;
* FEATURE ARTICLE (5 1/2 PAGES) IN JANUARY/FEBRUARY ISSUE OF INDIANA UNIVERSITY ALUMNI MAGAZINE

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.

<table>
<thead>
<tr>
<th>Typed or Printed Name of Person Signing</th>
<th>Typed or Printed Title of Person Signing</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROBIN R. GRESS</td>
<td>ROBIN R. GRESS</td>
</tr>
</tbody>
</table>

Signature
ROBIN R. GRESS

Date (mm/dd/yyyy)
04/08/2009

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 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 prao@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.


Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 423805

Description: FIRST QUARTER 09 REPORT
Application Reference Number: 20090408AIC
Successfully filed at Apr 8 2009 3:03PM

Based on the information supplied, no fee is required.

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