

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. -20090108ADL	
Licensee GRAND VALLEY STATE UNIVERSITY					
Call Sign WGVU-TV		Facility Id 24784		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
GRAND RAPIDS		MI	KENT		49504 -
Nielsen DMA GRAND RAPIDS-KALMZOO-B.CRK		World Wide Web Home Page Address WWW.WGVU.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	35				
<input checked="" type="checkbox"/> Digital	11				
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	
<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 4	
Comments: 10/30/08, 11/5/08, 12/11/08 - ASK THE DTV EXPERT - A LOCALLY PRODUCED HALF-HOUR PROGRAM CONSISTING OF A PANEL OF DTV EXPERTS SPEAKING ABOUT IMPORTANT TOPICS ON THE DIGITAL CONVERSION. THE PUBLIC IS ENCOURAGED TO CALL IN AND HAVE THEIR QUESTIONS ABOUT DTV ANSWERED.  12/17/08 - GET READY FOR DTV - A LIVE, HALF-HOUR SPECIAL PROGRAM HOSTED BY THE STATION'S DTV EXPERTS. A PHONE BANK WAS PROVIDED FOR CALLERS TO HAVE THEIR INDIVIDUAL QUESTIONS ANSWERED.	

**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 WGVU WEBSITE INCLUDES A DTV COUNTDOWN TO DIGITAL CONVERSION, A "COMMONLY ASKED QUESTIONS" PAGE, INFORMATION AND LINKS ABOUT HOW TO RECEIVE A DIGITAL-TO-ANALOG CONVERTER BOX COUPON, AND INFORMATION ABOUT ACCESSIBILITY OF THE STATION'S DIGITAL CHANNELS ON THE LOCAL CABLE TELEVISION SYSTEMS. TIPS ON DTV ARE STREAMING ON OUR WEBSITE ALONG WITH OUR ENTIRE HALF-HOUR "GET READY FOR DTV" SPECIAL PROGRAM.	
<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: 12/11/08 - EAST PARIS BUSINESS ASSOCIATION - THE STATION'S UNDERWRITING MANAGER, GARY HUNT, PROVIDED A DTV INFORMATIONAL TALK TO 30 PEOPLE WHICH ALSO INCLUDED A QUESTION AND ANSWER PERIOD.	

Community Events

Comments:  
 11/1/08 - WGUV CLUBHOUSE EVENT AT THE AIR ZOO - THE STATION HOSTED AN INFORMATIONAL BOOTH STAFFED BY STATION EMPLOYEES WHO PROVIDED HANDOUTS ABOUT THE DTV CONVERSION AND ANSWERED ANY QUESTIONS THE PUBLIC MAY HAVE HAD.

11/3/08 - MR. ROGERS SWEATER DRIVE - THE STATION HOSTED AN INFORMATIONAL BOOTH STAFFED BY STATION EMPLOYEES WHO PROVIDED HANDOUTS ABOUT THE DTV CONVERSION AND ANSWERED ANY QUESTIONS THE PUBLIC MAY HAVE HAD.

12/6/08 - WGUV CLUBHOUSE PARTY AT CRAIG'S CRUISERS - THE STATION HOSTED AN INFORMATIONAL BOOTH STAFFED BY STATION EMPLOYEES WHO PROVIDED HANDOUTS ABOUT THE DTV CONVERSION AND ANSWERED ANY QUESTIONS THE PUBLIC MAY HAVE HAD.

Other (describe)

Comments:  
 10/17/08 - FOOD, WINE & ALL THAT JAZZ FUNDRAISING EVENT - THE STATION HOSTED AN INFORMATIONAL BOOTH STAFFED BY STATION EMPLOYEES WHO PROVIDED HANDOUTS ABOUT THE DTV CONVERSION AND ANSWERED ANY QUESTIONS THE PUBLIC MAY HAVE HAD.

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

Comments:  
 DURING THE FOURTH QUARTER OF 2008 THE STATION'S MONTHLY MAILING TO ALL MEMBERS ("THE SHOWPLACE GUIDE") INCLUDED INFORMATION ABOUT THE DTV CONVERSION AND WHERE TO ACCESS FURTHER INFORMATION. WE ALSO PROVIDED DTV INFORMATION FLYERS WITH PLEDGE ACKNOWLEDGEMENTS SENT TO ALL DONORS TO THE STATION. ALL DONORS TO THE STATION WHO RECEIVED A PLEDGE GIFT ALSO RECEIVED A DTV MAGNET THAT INCLUDED INFORMATION ABOUT DTV. STATION PERSONNEL CONTINUED TO FIELD MANY QUESTIONS ABOUT THE DTV CONVERSION IN RESPONSE TO TELEPHONE CALLS FROM THE PUBLIC.

**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 GENERAL MANAGER
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Signature MICHAEL WALENTA	Date (mm/dd/yyyy) 01/06/2009
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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).

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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.

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