

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090401AJS	
Licensee SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION			
Call Sign WRLK-TV	Facility Id 61013	Previous Call Sign (if applicable)	
Community of License			
City COLUMBIA	State SC	County RICHLAND	Zip Code 29201 -
Nielsen DMA COLUMBIA SC	World Wide Web Home Page Address WWW.MYETV.ORG	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	35		
<input checked="" type="checkbox"/> Digital	32		
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)? <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 June 12, 2009.	
Total number of 30 Minute Informational Programs 4	
Comments: GET READY FOR DIGITAL TV WITH FAMOUS DO-IT-YOURSELFERS NORM ABRAM AND KEVIN O'CONNOR OF THIS OLD HOUSE OFFERS 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. OUR LOCALLY PRODUCED PROGRAM, DIGITAL TV 101 EXPLAINS THE BASICS OF DIGITAL TV, THE NUMBERS AND LETTERS ATTACHED TO NEW TV SETS AND COVERS TOPICS SUCH AS WIDESCREEN, COUPONS AND CONVERTERS. THE BIG PICTURE, OUR LOCALLY PRODUCED PROGRAM, HIGHLIGHTED DIGITAL TELEVISION. AFTER YEARS OF PREPARATION, EDUCATION, MONEY AND TIME, THE DIGITAL TELEVISION SWITCH IS DAYS AWAY FROM BEING POSTPONED AN ADDITIONAL FOUR MONTHS. THE CURRENT LEGISLATION, ALREADY PASSED BY THE CONGRESS AND IN THE US SENATE NOW, WOULD ALLOW TELEVISION STATIONS TO GO FORWARD WITH THE CHANGE NOW, IF THEY ARE READY; WHICH ETV PLANS ON DOING. THE BIG PICTURE TAKES AN IN-DEPTH LOOK INTO WHAT IT ALL MEANS AND HOW IT WILL AFFECT YOU, THE VIEWER.	

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON FRIDAY FEBRUARY 13, BIG PICTURE ON THE RADIO HIGHLIGHTED DIGITAL TELEVISION AND ANSWERED LISTENER CALLS. ON TUESDAY FEBRUARY 17, MAKING IT GROW, OUR LOCALLY PRODUCED GARDENING PROGRAM, ANSWERED VIEWER CALLS REGARDING DIGITAL TELEVISION. HAP GRIFFIN, OUR VICE PRESIDENT OF ENGINEERING, WAS A GUEST IN THE STUDIO ANSWERING QUESTIONS ON BOTH SHOWS.		
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: DTV 101 WEBSITE WITH ASK-A-QUESTION FEATURE FOR PERSONALIZED SERVICE.		
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: ON FEBRUARY 24, HAP GRIFFIN, OUR VICE PRESIDENT OF ENGINEERING SPOKE WITH THE EVENING OPTIMIST CLUB IN SUMTER ABOUT DIGITAL TELEVISION AND OUR RECENT TRANSITION.		
<input type="checkbox"/> Community Events Comments:		
<input type="checkbox"/> Other (describe) Comments:		
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.		
Comments: ALL STAFF WAS TRAINED THE WEEK OF FEBRUARY 9 FOR OUR DTV CALL CENTER. WE OPERATED THE CALL CENTER FROM MONDAY, FEBRUARY 16 THROUGH SUNDAY, FEBRUARY 22. AFTER THE CALL CENTER CLOSED ON SUNDAY, CALLS WERE ROUTED TO OUR ENGINEERING DEPARTMENT. WE HAVE RECEIVED OVER 1600 CALLS AND 180 EMAILS SINCE WE MADE THE TRANSITION ON FEBRUARY 18.		

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 VICE PRESIDENT, ENGINEERING
Signature L. W. GRIFFIN, JR.	Date (mm/dd/yyyy) 04/01/2009

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).

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-PERF, 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.