

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. -20080708AHB

Licensee WPXI, INC.		
Call Sign WPXI	Facility Id 73910	Previous Call Sign (if applicable)

Community of License			
City	State	County	Zip Code
PITTSBURGH	PA	ALLEGHENY	15214 -

Nielsen DMA PITTSBURGH	World Wide Web Home Page Address WWW.WPXI.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2007
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	11	
<input checked="" type="checkbox"/> Digital	48	

Report reflects information for quarter ending: 06/30/2008

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?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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 B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	221

Total 5:00 a.m. to 1:00 a.m. CSTs	213
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For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs	23
Total 6:00 a.m. to 9:00 a.m. CSTs	0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs	70
Total 6:00 p.m. to 11:35 p.m. CSTs	53

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs	
Total 5:00 p.m. to 10:35 p.m. CSTs	

Comments:

WPXI AIRED DTV PSA'S (BOTH :15 AND :30 IN LENGTH) ON ALL FOUR OF OUR STATIONS (INCLUDING PCNC (LOCAL CABLE STATION), WPXI WEATHER PLUS ON 11.2 AND RTN ON 11.3.) THE PSA'S ARE PRODUCED BY NAB AND WPXI.

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? 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	0
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Comments:

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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.

Yes No

Comments:

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

Does your station have a Website?

Yes 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.

Yes No

Comments:

YES, UNDER THE TECHNOLOGY SECTION ON WPXI.COM WE HAVE INFORMATION ABOUT THE DTV TRANSITION INCLUDING (WHEN WILL THE TRANSITION HAPPEN, HOW TO OBTAIN A COUPON FOR A CONVERTER BOX, FAQ'S, ETC.)

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:

**MARK BARASH, WPXI PROGRAM DIRECTOR GAVE A DTV PRESENTATION TO 11 STUDENTS FROM SLIPPERY ROCK UNIVERSITY ON MARCH 4TH AT WPXI. THE STUDENTS WERE COMMUNICATIONS MAJORS AND INTERESTED IN CAREERS IN TECHNOLOGY AND MEDIA.

**JONAS CHANEY, WPXI PUBLIC AFFAIRS DIRECTOR GAVE A DTV PRESENTATION TO 10 STUDENTS AND MENTORS FROM OLIVER HIGH SCHOOL AT WPXI ON FRIDAY, JUNE 13TH.

Community Events

Comments:

**MARK BARASH, WPXI PROGRAM DIRECTOR (ALONG WITH CONGRESSMAN TIM MURPHY) SPOKE TO SENIOR CITIZENS FROM THE HILLSDALE LIFESPAN SENIOR CENTER ON MAY 28TH ABOUT THE DTV TRANSITION. THEY TOLD THE GROUP WHAT THEY NEED TO DO TO PREPARE FOR THE TRANSITION AND HAD A Q&A SESSION AFTER THE PRESENTATION.

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:

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

KIMBERLY E. CONNOLLY

Signature KIMBERLY E. CONNOLLY	Date (mm/dd/yyyy) 07/08/2008
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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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