

Federal Communications Commission

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Description: DTV QUARTERLY ACTIVITY STATION REPORT KEPB-TV/DT
JULY 2008

Application Reference Number: 20080710AAS
Successfully filed at Jul 10 2008 9:41AM

Based on the information supplied, no fee is required.

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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. BDERET-20080710AAS	
Licensee OREGON PUBLIC BROADCASTING					
Call Sign KEPB-TV		Facility Id 50591		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
EUGENE	OR	LANE	97405 -		
Nielsen DMA EUGENE		World Wide Web Home Page Address HTTP://WWW.OPB.ORG/		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	28				
<input checked="" type="checkbox"/> Digital	29				
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)? <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 February 17, 2009.	
Total number of 30 Minute Informational Programs 0	
Comments:	

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:	

SPOTS FROM THE FIRST QUARTER CONTINUED, WITH SOME ADDITIONS: "CHOOSING A CONVERTER BOX," "HD AND DIGITAL TV," AND "ANALOG PASS-THROUGH." MORE THAN 600 SPOTS HAVE RUN OVER THE PAST QUARTER.

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:
 OPB'S WEBSITE CONTAINS A WEALTH OF INFORMATION ON THE DTV CONVERSION, INCLUDING GENERAL INFORMATION , FAQ'S, DOWNLOADABLE FACT SHEETS, AND THE OPPORTUNITY TO SIGN UP ON A DIGITAL HELP LIST TO RECEIVE INDIVIDUAL HELP. PORTIONS OF THE WEBSITE HAVE BEEN UPDATED, ESPECIALLY WITH ANALOG PASS-THROUGH INFORMATION. LINKS TO SPANISH-LANGUAGE DIGITAL INFORMATION SHEETS HAVE BEEN ADDED.

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:
 DTV PRESENTATIONS IN CONJUNCTION WITH PBS SCREENING AND RESOURCE FAIR OF CARING FOR YOUR PARENTS REACHED 610 ATTENDEES IN PORTLAND, CORVALLIS, EUGENE AND BEND. OPB DEMONSTRATED THE DIFFERENCE BETWEEN ANALOG, SD AND HD TV DISPLAYS AND OPB STAFF ANSWERED QUESTIONS AND DISTRIBUTED DTV MATERIALS.

LOCAL PORTLAND AREA EVENTS ARRANGED THROUGH NAB REACHED MORE THAN 100 ATTENDEES (STATE CONVENTION OF OREGON ALLIANCE OF RETIRED AMERICANS, HOUSING AUTHORITY OF PORTLAND, MULTNOMAH COUNTY AGING & DISABILITY SERVICES). OPB DEMONSTRATED THE DIFFERENCE BETWEEN ANALOG, SD AND HD TV DISPLAYS AND OPB STAFF ANSWERED QUESTIONS AND DISTRIBUTED DTV MATERIALS.

Community Events

Comments:
 A DIGITAL INFORMATION OPEN HOUSE IN THE STUDIO IN MAY 2008 ATTRACTED MORE THAN 600 PEOPLE.

Other (describe)

Comments:
 ADDITIONAL FACT-SHEET AND LETTER FROM STEVE BASS, PRESIDENT & CEO, WAS SENT IN APRIL 2008 TO 20,000 RURAL VIEWERS NEEDING ANALOG PASS-THROUGH. AN ALL-DIGITAL TV E-NEWSLETTER WAS SENT TO 4,100 PEOPLE IN APRIL 2008. THE WEEKLY OPB E-NEWSLETTER WHICH IS SENT TO APPROXIMATELY 32,000 EACH WEEK HAS INCLUDED DTV INFORMATION AND UPDATES IN EVERY ISSUE SINCE THE BEGINNING OF THE YEAR, COVERING ALL ASPECTS OF THE SWITCH: COUPONS, BOXES, ANTENNAS, ANALOG PASS-THROUGH, ETC. DIGITAL TV BOOKMARKS WERE DISTRIBUTED TO LIBRARIES AND OTHER ORGANIZATIONS THROUGHOUT OREGON. 6,900 VIEWERS WERE HELPED ON A ONE-TO-ONE BASIS VIA E-MAIL OR BY TELEPHONE DURING THE QUARTER. THREE DTV VOLUNTEERS WERE ADDED WHO RETURN A PORTION OF PHONE CALLS. AN ADDITIONAL 2,900 REQUESTS WERE ADDED TO THE DIGITAL HELP LIST DURING THE QUARTER.

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

Comments:
 IN APRIL 2008, OPB WAS ONE OF SIX BROADCASTING STATIONS OR SYSTEMS WHO WON AN AWARD FROM TELEVISION WEEK FOR "EXEMPLARY EFFORT TO EDUCATE ITS VIEWERS THROUGH INNOVATIVE AND CREATIVE COMMUNICATIONS BOTH ON AIR AND WITHIN THE COMMUNITIES THEY SERVE."

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 PRESIDENT & CEO
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Signature
STEVEN M. BASS

Date (mm/dd/yyyy)
07/10/2008

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