

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 986937

Description: DTV QUARTERLY ACTIVITY STATION REPORT KEPB-TV/DT
JANUARY 2009

Application Reference Number: 20090109AFH
Successfully filed at Jan 9 2009 11:29AM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. BDERET-20090109AFH	
Licensee OREGON PUBLIC BROADCASTING					
Call Sign KEPB-TV		Facility Id 50591		Previous Call Sign (if applicable)	
Community of License					
City EUGENE		State OR	County LANE		Zip Code 97405 -
Nielsen DMA EUGENE		World Wide Web Home Page Address HTTP://WWW.OPB.ORG/		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2015	
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: 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	
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? 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 February 17, 2009.

Total number of 30 Minute Informational Programs **1**

Comments:
 THE PBS-PRODUCED PROGRAM "GET READY FOR DIGITAL TV" HOSTED BY NORM ABRAM AND KEVIN O'CONNOR OF "THIS OLD HOUSE" AND MARIA HINOJOSA OF "NOW ON PBS" WAS AIRED A TOTAL OF SIX TIMES IN DIFFERENT TIME SLOTS DURING OCTOBER AND NOVEMBER, 2008.

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	<input checked="" type="radio"/> Yes <input type="radio"/> No

quarter? The comment box may be used to describe these initiatives.	
Comments: MORE THAN 620 SPOTS TOTALING NEARLY 9.5 HOURS OF AIR TIME HAVE RUN OVER THE PAST QUARTER COVERING VARIOUS ASPECTS OF THE DIGITAL CONVERSION.	
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: 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. THE WEBSITE HAS BEEN REGULARLY UPDATED TO REFLECT LATEST INFORMATION, ESPECIALLY ON ANALOG PASS-THROUGH, ANTENNA INFORMATION, AND COUPONS. LINKS TO SPANISH-LANGUAGE DIGITAL INFORMATION SHEETS ARE ALSO PROVIDED.	
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 type="checkbox"/> Speaking Engagements	
Comments:	
<input checked="" type="checkbox"/> Community Events	
Comments: DURING THE PAST QUARTER, FIVE COMMUNITY EVENTS WERE HELD. IN PORTLAND, AN OCTOBER GENERAL OPEN HOUSE ATTRACTED ABOUT 2,000 ATTENDEES AND A NOVEMBER EVENT THAT WAS EXCLUSIVELY DTV BROUGHT ABOUT 400 ATTENDEES. COMMUNITY EVENTS WERE ALSO HELD DURING OCTOBER IN THE DALLES (160+ ATTENDEES), PENDLETON (160+ ATTENDEES) AND LA GRANDE (60 ATTENDEES).	
<input checked="" type="checkbox"/> Other (describe)	
Comments: THE OPB E-NEWSLETTER NOW HAS OVER 45,000 SUBSCRIBERS AND DIGITAL CONTENT IS INCLUDED IN EVERY ISSUE. APPROXIMATELY 4,000 CONTACTS VIA E-MAIL AND PHONE WERE MADE TO HELP VIEWERS ON A ONE-TO-ONE BASIS, AND AN ADDITIONAL 1,138 REQUESTS WERE ADDED TO THE DIGITAL HELP LIST DURING THE QUARTER. DTV PRINTED MATERIAL WAS MAILED TO 411 HOUSEHOLDS IN RESPONSE TO HELP LIST REQUESTS. DURING 2008, OPB HAS HELPED NEARLY 25,000 PEOPLE MAKE THE SWITCH THROUGH DIRECT CONTACT IN PERSON, ON THE PHONE, AND THROUGH E-MAIL.	
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
Signature	Date (mm/dd/yyyy)
STEVEN M. BASS	PRESIDENT & CEO 01/09/2009

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 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.