

Federal Communications Commission

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

Application Reference Number: 20081008AIH
Successfully filed at Oct 8 2008 4:17PM

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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-20081008AIH
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: 09/30/2008		
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:	

MORE THAN 390 SPOTS TOTALING NEARLY FIVE 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?

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 AND ANTENNA INFORMATION. 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.

Speaking Engagements

Comments:

Community Events

Comments:
DIGITAL INFORMATION TABLES WERE SET UP AT COMMUNITY EVENTS "THE BITE OF OREGON" AND THE OREGON STATE FAIR.

Other (describe)

Comments:
DISTRIBUTION OF DTV PRINTED MATERIAL CONTINUED VIA LIBRARIES AND OTHER ORGANIZATIONS THROUGHOUT THE STATE. THE OPB E-NEWSLETTER SENT WEEKLY TO 34,000 RECIPIENTS INCLUDED DIGITAL CONTENT IN EVERY ISSUE. A TOTAL OF 16,792 PIECES OF MAIL ABOUT THE DIGITAL SWITCH WERE SENT TO VIEWERS DURING THE QUARTER. MORE THAN 3,600 CONTACTS VIA E-MAIL AND PHONE WERE MADE TO HELP VIEWERS ON A ONE-TO-ONE BASIS, AND AN ADDITIONAL 1,035 REQUESTS WERE ADDED TO THE DIGITAL HELP LIST DURING THE QUARTER. DURING THE FIRST THREE QUARTERS OF THIS YEAR, OPB HAS HELPED NEARLY 20,000 PEOPLE MAKE THE SWITCH 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:
LAST WEEK AT THE PBS DEVELOPMENT CONFERENCE, OREGON PUBLIC BROADCASTING (OPB) WAS ONE OF TEN STATIONS OR SYSTEMS WHO WERE ACKNOWLEDGED FOR INNOVATIVE PRACTICES, AND OPB WON THE OVERALL AWARD FOR EXCELLENCE IN THE INNOVATION CATEGORY AMONG ALL STATIONS NATIONALLY. THIS AWARD CELEBRATES THE BEST NEW PROJECT OF THE YEAR AND WAS AWARDED IN RECOGNITION OF OPB'S OUTSTANDING WORK ON ITS DIGITAL TRANSITION CAMPAIGN.

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
STEVEN M. BASS

PRESIDENT & CEO

Date (mm/dd/yyyy)

10/08/2008

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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