

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**

**Account number: 986937**

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

**Application Reference Number: 20090707ADP**

**Successfully filed at Jul 7 2009 3:43PM**

**Based on the information supplied, no fee is required.**

[Menu](#)

[Logout](#)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		<b>DTV Quarterly Activity Station Report</b>	
		FOR COMMISSION USE ONLY FILE NO. BDEREDT-20090707ADP	
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: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?			<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?			<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, Complete Section E			
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
<b>Application Purpose:</b>			
<input checked="" type="radio"/> DTV Education Report			File Number -
<input type="radio"/> Amendment			
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 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>30 Minute Educational Programs - Last Quarter</b>	
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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details).	
Total number of 30 Minute Informational Programs	2

Comments:

IN THIS PBS-PRODUCED PROGRAM, NORM ABRAM AND KEVIN O'CONNOR OF "THIS OLD HOUSE" JOIN FORCES WITH MARIA HINOJOSA OF "NOW ON PBS" TO CONVEY WHAT VIEWERS MAY NEED TO DO TO KEEP RECEIVING TELEVISION SIGNALS AFTER THE ANALOG SPECTRUM SHUTOFF. STARTING WITH SOME DEMONSTRATIONS IN THE LOFT, THEY GO OUT FROM DOOR TO DOOR TO HELP ANSWER QUESTIONS ABOUT DIGITAL CONVERTER BOXES, CABLE VS. OVER-THE-AIR RECEPTION, ANTENNA USAGE, AND THE DIFFERENCE BETWEEN DTV AND HDTV.

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: A TOTAL OF 1,583 SPOTS WERE AIRED DURING THE PERIOD APRIL 1 THROUGH JUNE 12, 2009 COVERING VARIOUS ASPECTS OF THE DIGITAL CONVERSION, INCLUDING THE NEED TO RESCAN, ANTENNA INFORMATION AND RECEPTION ISSUES, AND FCC AND HELP CENTER INFORMATION.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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, A DOWNLOADABLE FACT SHEET, AND THE OPPORTUNITY TO SIGN UP ON A DIGITAL HELP LIST TO RECEIVE INDIVIDUAL HELP. DURING THE PERIOD FROM APRIL 1 THROUGH JUNE 12, 2009, OPB ADDED THE FOLLOWING TO ITS EXISTING DTV ONLINE RESOURCES: "PLAN TO RESCAN" MESSAGING, AN UPDATED CHANNEL CHART INCORPORATING CHANNEL CHANGES AS A RESULT OF THE DIGITAL SWITCH, AND ADDITIONAL DOWNLOADABLE PDF DOCUMENTS ON "CONNECTING CONVERTER BOX CABLES," "SIMPLE DIRECTIONS FOR CONVERTER BOXES," "HOW TO SCAN FOR CHANNELS" AND "DIGITAL TV TROUBLESHOOTING TIPS."	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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 type="checkbox"/> Community Events	
Comments:	

Other (describe)

## Comments:

THE WEEKLY OPB E-NEWSLETTER WHICH IS SENT TO AN AVERAGE OF 51,000 SUBSCRIBERS INCLUDED DTV CONTENT IN MANY ISSUES. FROM APRIL 1 THROUGH JUNE 12, 2009, APPROXIMATELY 7,100 CONTACTS VIA EMAIL AND PHONE WERE MADE TO HELP VIEWERS ON A ONE-TO-ONE BASIS, AND MORE THAN 32,000 PIECES OF DTV PRINTED MATERIAL WERE DISTRIBUTED. A DTV HELP CENTER SERVING THE PORTLAND TELEVISION STATIONS AND MANAGED BY OPB WAS IN OPERATION FROM JUNE 6 THROUGH JUNE 23 TO HANDLE INCREASED PHONE TRAFFIC ON THE DTV CONVERSION AND SERVE AS A WALK-IN CENTER FOR DIRECT HELP TO VIEWERS. SINCE JUNE 12, MORE THAN 4,000 ADDITIONAL PHONE CALLS AND EMAILS HAVE BEEN ANSWERED.

**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 PRESIDENT & CEO
Signature STEVEN M. BASS	Date (mm/dd/yyyy) 07/07/2009

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](mailto: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.**