

Federal Communications Commission

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Description: DTV QUARTERLY ACTIVITY STATION REPORT KTVR/KTVR-DT
JANUARY 2009
Application Reference Number: 20090109AFE
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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-20090109AFE

Licensee OREGON PUBLIC BROADCASTING		
Call Sign KTVR	Facility Id 50592	Previous Call Sign (if applicable)
Community of License		
City LA GRANDE	State OR	County UNION
		Zip Code 97850 -
Nielsen DMA PORTLAND OR	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	13	
<input checked="" type="checkbox"/> Digital	5	

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)?
 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? Yes No

Simulcasting:
 Are you simulcasting on your Analog channel and your primary Digital stream? Yes 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 Yes 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 PRESIDENT & CEO
Signature STEVEN M. BASS	Date (mm/dd/yyyy) 01/09/2009

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