

Federal Communications Commission

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Description: DTV QUARTERLY ACTIVITY STATION REPORT KOPB-TV/DT
APRIL 2009

Application Reference Number: 20090408AMP
Successfully filed at Apr 8 2009 5:11PM

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 (February 2009)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. BDERET-20090408AMP	
Licensee OREGON PUBLIC BROADCASTING			
Call Sign KOPB-TV	Facility Id 50589	Previous Call Sign (if applicable)	
Community of License			
City PORTLAND	State OR	County MULTNOMAH	Zip Code 97219 - 3099
Nielsen DMA PORTLAND OR	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	10		
<input checked="" type="checkbox"/> Digital	27		
Report reflects information for quarter ending: 03/31/2009			
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, 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 June 12, 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. Yes No

Comments:
A TOTAL OF 1,236 SPOTS, INCLUDING 319 SPOTS IN PRIME 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, FAQs, A DOWNLOADABLE FACT SHEET, AND THE OPPORTUNITY TO SIGN UP ON A DIGITAL HELP LIST TO RECEIVE INDIVIDUAL HELP. THE WEBSITE IS UPDATED ON AN AS-NEEDED BASIS WITH RELEVANT INFORMATION, INCLUDING DETAILS ABOUT THE NEW DATE FOR THE DIGITAL CONVERSION, OPB'S DTV OPEN HOUSE EVENTS AND OPB'S DIGITAL CHANNEL LINEUP.	
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: ON JANUARY 25, 2009, OPB HOSTED A DIGITAL TV OPEN HOUSE IN PORTLAND, OREGON, WHICH WAS ATTENDED BY APPROXIMATELY 250 PEOPLE.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: THE WEEKLY OPB E-NEWSLETTER WHICH INCLUDES DTV CONTENT IN MOST ISSUES WAS SENT TO AN AVERAGE OF 44,000 RECIPIENTS EACH WEEK. APPROXIMATELY 5,000 CONTACTS VIA E-MAIL AND PHONE WERE MADE TO HELP VIEWERS ON A ONE-TO-ONE BASIS, AND AN ADDITIONAL 32 REQUESTS WERE ADDED TO THE DIGITAL HELP LIST DURING THE QUARTER. DTV PRINTED MATERIAL WAS MAILED TO 799 HOUSEHOLDS. DURING 2008 AND EARLY 2009, OPB HAS HELPED MORE THAN 30,000 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 04/08/2009

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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

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.