

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. -20081010ACF	
Licensee COMMUNITY TELEVISION OF SOUTHERN CALIFORNIA					
Call Sign KCET		Facility Id 13058		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
LOS ANGELES		CA	LOS ANGELES		90027 -
Nielsen DMA LOS ANGELES		World Wide Web Home Page Address WWW.KCET.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	28				
<input checked="" type="checkbox"/> Digital	59				
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 1	
Comments: ON SEPTEMBER 3, 2008, KCET BROADCAST A PROGRAM AT 8 P.M. ENTITLED "MAKING DIGITAL TV WORK," (ALSO KNOWN AS DTV LIVE), WHICH WAS CO-HOSTED BY POPULAR KCET ANCHOR AND HOST	

VAL ZAVALA AND ALINA ROSARIO, THE HOST OF KCET'S SERIES FOR PRE-SCHOOL CAREGIVERS, LOS NINOS EN SU CASA. THIS PROGRAM PRESENTS, IN BOTH THE ENGLISH AND SPANISH LANGUAGES, INFORMATION REGARDING HOW TO TRANSITION TO DIGITAL TELEVISION. BETWEEN JULY 1 AND SEPTEMBER 30, KCET ALSO HAS RUN A TOTAL OF 627 ON AIR CONSUMER EDUCATION ANNOUNCEMENTS, WITH ANNOUNCEMENTS IN ENGLISH AND SPANISH.

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: IN ADDITION TO BROADCASTING ITS 30 MINUTE INFORMATIONAL PROGRAM, KCET PRODUCED AND BROADCAST TWO SPOTS IN WHICH CRIS FRANCO SHOWED A KCET MEMBER HOW TO SET UP A DTV BOX DIRECTLY TO HER TV AND HOW THE SAME INSTALLATION WORKS WITH A DVD OR CD PLAYER.	
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: FROM JULY THROUGH SEPTEMBER 2008, KCET HAS HAD ITS DTV CONSUMER EDUCATION INFORMATION WEB PAGES HIGHLIGHTED AS A CONSISTENT PRESENCE ON ITS HOME PAGE, AND THERE WERE ALSO 30 DAYS WITH A SPECIALIZED WEB BANNER PROMOTION ON THE "FLYOUT" AREA OF THE HOMEPAGE. A SPECIAL DTV INFORMATION WEBSITE WAS BUILT AND LAUNCHED IN JUNE 2008, WHICH IS LOCATED AT WWW.KCET.ORG/DTV.	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: ON SUNDAY, JULY 13, GORDON BELL, KCET'S VICE PRESIDENT OF ENGINEERING AND OPERATIONS, PARTICIPATED IN THE DTV PANEL AT THE PBS PRESS TOUR EVENT. THERE WERE APPROXIMATELY 40 JOURNALISTS IN ATTENDANCE. TV WEEK PUBLISHED A STORY ABOUT THIS EVENT. THE PURPOSE OF THE PANEL WAS TO INFORM JOURNALISTS AS THEY TRY TO INFORM THEIR READERS ABOUT THE DTV TRANSITION.	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: BEGINNING IN JUNE 2008, KCET ESTABLISHED A DIGITAL TRANSITION HOTLINE FOR VIEWERS TO CALL (WITH OPERATORS SPEAKING BOTH ENGLISH AND SPANISH), WHICH IS AVAILABLE MONDAY THROUGH FRIDAY, 9 A.M. TO 5 P.M. IN THE JULY THROUGH SEPTEMBER 2008 PERIOD, KCET HAS HAD A TOTAL OF 3,932 CALLS TO THE HOTLINE, WITH 2,333 INQUIRIES REGARDING CONVERTER BOX COUPONS. KCET ALSO HAS PRODUCED A PRINTED DIGITAL TRANSITION GUIDE, A TWO-SIDED DTV RESOURCE AND FAQ FACT SHEET IN BOTH ENGLISH AND SPANISH. BETWEEN JULY AND SEPTEMBER 2008, KCET HAS INCLUDED PRINT INSERTS WITH DTV TRANSITION INFORMATION IN 120,000 DIRECT MAIL PACKAGES, AND INFORMATION ABOUT THE DTV TRANSITION HAS BEEN INCLUDED IN THE JULY, AUGUST AND SEPTEMBER ISSUES OF KCET'S MAILED NEWSLETTER TO DONORS, WITH 150,000 TO 174,000 NEWSLETTERS MAILED EACH MONTH. KCET HAS ALSO SENT E-MAIL MESSAGES WITH	

INFORMATION ABOUT THE DTV TRANSITION IN A TOTAL OF 336,812 E-MAIL NEWSLETTERS DURING THE PERIOD JULY THROUGH SEPTEMBER 2008.

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 EXECUTIVE VICE PRESIDENT AND GENERAL COUNSEL
Signature SUSAN ERBURU REARDON	Date (mm/dd/yyyy) 10/09/2008

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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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.

Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 527596

Description: KCET THIRD QUARTERLY ACTIVITY REPORT

Application Reference Number: 20081010ACF

Successfully filed at Oct 10 2008 10:00AM

Based on the information supplied, no fee is required.

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