

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090109AWZ	
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: 12/31/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<input type="radio"/> DTV Education Report					
<input checked="" type="radio"/> Amendment		File Number BDERET-20090109AWZ			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. KCET HEREBY FILES THIS AMENDMENT TO REPORT ON ADDITIONAL DTV OUTREACH EFFORTS FOR THE FOURTH QUARTER OF 2008.					

**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
<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., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs 2	
Comments:	

ON NOVEMBER 23, 2008, KCET BROADCAST A PROGRAM AT 5:30 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. KCET ALSO BROADCAST, ON OCTOBER 1, 4, AND 5, 2008, ON NOVEMBER 11 AND 20, 2008, AND ON DECEMBER 15 AND 16, 2008, A SECOND 30 MINUTE EDUCATIONAL PROGRAM "GETTING READY FOR DIGITAL TV," FEATURING THE POPULAR PUBLIC TELEVISION HOSTS OF THE SERIES "THIS OLD HOUSE." BETWEEN OCTOBER 1 AND DECEMBER 31, 2008, KCET ALSO HAS RUN A TOTAL OF 655 ON AIR CONSUMER EDUCATION ANNOUCEMENTS, WITH ANNOUCEMENTS IN ENGLISH AND SPANISH.

**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, 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 TWO 30 MINUTE INFORMATIONAL PROGRAMS, KCET ALSO BROADCAST, ON DECEMBER 2, 2008 AT 5:26 P.M., AND ON DECEMBER 17, AT 12:59 P.M., AT 1:29 P.M., AND AT 7:26 P.M., A SPECIAL 3 MINUTE ANNOUNCEMENT IN THE ENGLISH AND SPANISH LANGUAGES, FEATURING KCET PRESIDENT AL JEROME AND KCET ANCHOR AND HOST VAL ZAVALA REGARDING THE DIGITAL TRANSITION. THIS ANNOUNCEMENT PROVIDED VIEWERS WITH A 30 SECOND OPPORTUNITY TO TEST WHETHER THEIR TELEVISION EQUIPMENT IS READY FOR THE DIGITAL TRANSITION, DURING WHICH KCET SHUT DOWN ITS ANALOG BROADCAST SIGNAL.	
<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: FROM OCTOBER THROUGH DECEMBER 2008, KCET HAS HAD ITS DTV CONSUMER EDUCATION INFORMATION WEB PAGES HIGHLIGHTED AS A CONSISTENT PRESENCE ON ITS HOME PAGE. A SPECIAL DTV INFORMATION WEBSITE WAS BUILT AND LAUNCHED IN JUNE 2008, WHICH IS LOCATED AT WWW.KCET.ORG/DTV.	
<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:	
<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 OCTOBER THROUGH DECEMBER 2008 PERIOD, KCET HAS HAD A TOTAL OF 5,865 CALLS TO THE HOTLINE, WITH 4,591 INQUIRIES REGARDING CONVERTER BOX COUPONS. DURING THIS PERIOD, KCET PROVIDED INFORMATION ABOUT THE DIGITAL TRANSITION TO ITS VIEWERS IN E-NEWSLETTERS SENT OUT ON OCTOBER 9, NOVEMBER 6, AND DECEMBER 8, 2008,	

WITH EACH E-NEWSLETTER SENT TO A DISTRIBUTION OF APPROXIMATELY 100,000 PERSONS. KCET ALSO PRINTED 100,000 BLACK & WHITE TWO-SIDED FLYERS WITH INFORMATION ABOUT THE DIGITAL TRANSITION, 50% OF WHICH ARE IN THE SPANISH LANGUAGE, AND DISTRIBUTED APPROXIMATELY 40,500 FLYERS TO CIRCUIT CITY STORES THROUGHOUT SOUTHERN CALIFORNIA (60 DIFFERENT STORES IN 5 DIFFERENT AREAS). KCET THEN DISTRIBUTED 50,000 FLYERS TO THE MEXICAN AMERICAN OPPORTUNITY FOUNDATION (MAOF) FOR DISTRIBUTION TO ITS CONSTITUENTS. MAOF SERVES OVER 100,000 CALIFORNIANS EACH WEEK, WITH 95% OF ITS CONSTITUENTS IN THE LOW TO MODERATE INCOME LEVEL. KCET ALSO INCLUDED A DIGITAL COUNTDOWN FEATURE IN BOTH OUR OCTOBER 2008 AND NOV/DEC 2008 ISSUES OF OUR PRINTED NEWSLETTER, KCET REVIEW. THE DISTRIBUTION IS 175,000 PER ISSUE.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments:

<b>Station Certification</b>	
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) 01/12/2009

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-PER, 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 DTV QUARTERLY ACTIVITY STATION REPORT**  
**AMENDMENT**

**Application Reference Number: 20090109AWZ**  
**Successfully filed at Jan 12 2009 5:14PM**

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

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