

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. -20090410AJY	
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: 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 type="radio"/> Yes <input checked="" 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 2

Comments:
BETWEEN JANUARY 1 AND MARCH 31, 2009, KCET RAN 427 ON-AIR CONSUMER EDUCATION ANNOUNCEMENTS FOR A TOTAL OF 4 HOURS, 29 MINUTES (16,140 SECONDS), WITH ANNOUNCEMENTS IN

ENGLISH AND SPANISH. KCET RAN 150 SECONDS OF ANNOUNCEMENTS ON JANUARY 5, 2009, WHICH IS 30 SECONDS SHORT OF THE DAILY REQUIREMENT, BECAUSE OF CONFUSION OVER HOW TO HANDLE THE ANNOUNCEMENTS WHEN THE DTV COUPON PROGRAM RAN OUT OF FUNDING. IN ADDITION, THROUGH MISCOMMUNICATION AMONG STAFF MEMBERS, KCET INADVERTENTLY DID NOT RUN ANNOUNCEMENTS FROM FEBRUARY 6, 2009 THROUGH FEBRUARY 25, 2009. ON AVERAGE, KCET HAS BEEN RUNNING MORE ANNOUNCEMENTS THAN IS REQUIRED AND THUS WAS ONLY 60 SECONDS SHORT OF THE TOTAL NUMBER OF SECONDS REQUIRED FOR THE QUARTER. IN ANY CASE, KCET WILL RUN AT LEAST 3630 SECONDS OF ADDITIONAL ANNOUNCEMENTS DURING THE SECOND QUARTER OF 2009 TO MAKE UP FOR THE 30 SECONDS MISSED ON JANUARY 5TH AND THE PERIOD IN FEBRUARY WHEN KCET INADVERTENTLY DID NOT RUN ANNOUNCEMENTS. THE ANNOUNCEMENTS WILL BE DISTRIBUTED THROUGH THE VARIOUS DAY-PARTS IN ACCORDANCE WITH THE REQUIREMENTS OF THE COMMISSION'S RULES. KCET ALSO WILL RUN 2 ADDITIONAL BROADCASTS OF A 30 MINUTE INFORMATIONAL PROGRAM.

ON JANUARY 18, 2009 AT 10:30 P.M. AND FEBRUARY 8, 2009 AT 11:30 P.M., KCET BROADCAST A PROGRAM ENTITLED "GET READY FOR DIGITAL TV." FAMOUS DO-IT-YOURSELFERS NORM ABRAM AND KEVIN O'CONNOR OF THIS OLD HOUSE OFFERED DIGITAL TELEVISION HOW-TO GUIDANCE AND TIPS TO ENSURE THAT VIEWERS ACROSS AMERICA ARE PREPARED TO SUCCESSFULLY MAKE THE SWITCH TO DIGITAL TELEVISION IN THEIR HOMES BEFORE THE ANALOG SHUTOFF. MARIA HINOJOSA OF "NOW ON PBS" SHARED THE LATEST DTV NEWS FROM THE FIELD.

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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 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.	
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 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 JANUARY THROUGH MARCH 2009 PERIOD, KCET HAS HAD A	

TOTAL OF 3,982 CALLS TO THE HOTLINE, WITH 2,593 INQUIRIES REGARDING CONVERTER BOX COUPONS.

KCET ALSO INCLUDED A DIGITAL COUNTDOWN FEATURE IN OUR JANUARY/FEBRUARY 2009 ISSUE 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:

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) 04/10/2009

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).

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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
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Description: KCET DTV QUARTERLY ACTIVITY STATION REPORT - APRIL 09
Application Reference Number: 20090410AJY
Successfully filed at Apr 10 2009 2:00PM

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