

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20080709AJA	
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: 06/30/2008					
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 0			
Comments: BETWEEN MARCH 15 AND JUNE 27, 2008, KCET HAS RUN A TOTAL OF 320 ON AIR CONSUMER EDUCATION ANNOUNCEMENTS, WITH SIX DIFFERENT ANNOUNCEMENTS, ONE OF WHICH IS IN THE SPANISH			

LANGUAGE. KCET IS ALSO RUNNING SPANISH LANGUAGE DTV CONSUMER EDUCATION MESSAGES ON ITS SPANISH LANGUAGE DIGITAL MULTICAST CHANNEL, KCET V-ME.

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:	
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: SINCE MAY 30, 2008, KCET HAS SIX CONSUMER EDUCATION WEB PAGES ON KCET.ORG, WITH FAQs, LINKS TO DTV RESOURCES AND INFORMATION ABOUT HOW TO APPLY FOR THE DTV DISCOUNT COUPON. ALSO, KCET HAS ALERTS ON ITS KCET.ORG HOMEPAGE TO DRAW ATTENTION TO THESE WEB PAGES.	
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: IN JUNE 2008, KCET HELD A DTV CONVERTER BOX GIVE-AWAY AT A COMMUNITY EVENT HIGHLIGHTING THE POPULAR PBS SERIES "ANTIQUES ROADSHOW" AT THE PALM SPRINGS CONVENTION CENTER AND PROMOTED AWARENESS OF THE COMING DTV CONVERSION DEADLINE.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: BEGINNING ON 6/2/08, KCET ESTABLISHED A DIGITAL TRANSITION HOTLINE FOR VIEWERS TO CALL, WHICH IS NOW AVAILABLE MONDAY-FRIDAY, 9 A.M. UNTIL 5 P.M. KCET ALSO HAS PRODUCED A PRINTED DIGITAL TRANSITION GUIDE, A TWO-SIDED DTV RESOURCE AND FAQ FACT SHEET IN BOTH ENGLISH AND SPANISH. IN THE BEGINNING OF JUNE 2008, KCET BEGAN HANDING OUT THESE MATERIALS AT MAJOR CONSUMER EVENTS AT WHICH KCET IS REPRESENTED. KCET ALSO PROMOTES THE AVAILABILITY OF THESE MATERIALS ON ITS WEBSITE, KCET.ORG, IN ITS ON AIR DIGITAL CONVERSION EDUCATIONAL ANNOUNCEMENTS, AND ON ITS DTV HOTLINE. UPON REQUEST, THESE MATERIALS ARE MAILED TO MEMBERS OF THE PUBLIC. KCET HAS INCLUDED ARTICLES, COLUMNS AND ADVERTISEMENTS ALERTING VIEWERS TO THE UPCOMING DIGITAL CONVERSION AND THE AVAILABLE KCET INFORMATIONAL RESOURCES IN ITS REGULAR PUBLICATIONS: THE "KCET REVIEW," A MEMBER PUBLICATION, THE "KCET VIEW POINT," A MAJOR DONOR PUBLICATION, AND THE KCET E-NEWSLETTER (AN ONLINE PUBLICATION). IN AUGUST 2007, OCTOBER 2007, DECEMBER 2007 AND MARCH 2008, ARTICLES REGARDING THE DTV CONVERSION ALSO APPEARED IN THE KCET MONTHLY PROGRAM GUIDE, WHICH IS DISTRIBUTED TO NEARLY 200,000 HOUSEHOLDS. KCET ALSO HAS PRINTED INFORMATIONAL INSERTS ABOUT THE DTV CONVERSION TO INCLUDE WITH ITS DIRECT MAIL MEMBERSHIP MAILINGS. STARTING IN JUNE 2008, THESE INSERTS WILL BE INCLUDED IN 175,000 MAIL PACKAGES. THE INSERT ALERTS VIEWERS TO THE UPCOMING DIGITAL CONVERSION AND DIRECTS THEM TO THE OTHER KCET DTV INFORMATIONAL RESOURCES.	

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) 07/09/2008

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-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.

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Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 527596

Description: KCET SECOND QUARTERLY ACTIVITY REPORT
Application Reference Number: 20080709AJA
Successfully filed at Jul 9 2008 2:25PM

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