

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi

Fill out the relevant cover sheet information.

In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)

Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.

Click "Send Attached File to FCC"

If you only had one file to attach click "Finish Transaction and Receive Confirmation".

If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KCPT

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D)

Option Two (B and D)

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

Yes No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> KCPT	Channel Numbers		Community of License				
	Analog	19	<input type="checkbox"/>	City	State	County	Zip Code
	Digital	18	<input type="checkbox"/>	Kansas City	Missouri	Jackson	64108
Licensee Public Television 19 Inc.							
Above, circle the Channel Number(s) to which this form applies				Nielsen DMA 31	World Wide Web Home Page Address www.kcpt.org		
Facility ID Number 53843	Previous Call Sign (if applicable)			License Renewal Expiration Date (mm/dd/yy) 02/01/14			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

How many 30 minute, DTV-related informational programs did your station run during the quarter? 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

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

Graphic Displays

Animated Graphics

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

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 (add additional sheets where necessary):

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? Yes 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.

Yes No

Comments (add additional sheets where necessary):
On the kcpt.org home page there is a link to Digital TV 2009 transition details. From that home page link, web viewers can link to the following websites for additional information: DTV converter box coupons, DTV answers website, the FCC DTV website, the FCC DTV Fact sheet, the US Department of Commerce DTV website, Public TV and the transition, Time Warner Cable DTV site, DTV transition coalition, and the Public Television Affinity Group Coalition website.

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.

Speaking Engagements

Comments (add additional sheets where necessary):
KCPT and Time Warner Cable Kansas City have joined forces to educate the public in the Kansas City area about the DTV transition. KCPT and Time Warner are presenting joint seminars to community groups, organizations and companies about the transition. Each entity is also keeping an updated informational website and broadcasting public service messages in heavy rotation. This is to the best of our information, the only such DTV transition partnership in the nation at this time. KCPT's VP of Broadcast along with a Time Warner representative presented at the KC Housing Authority to residents regarding the DTV transition during this last quarter. There were approximately (45) attendees.

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):
During KCPT's March 08 fundraising drive, we provided the

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

Comments (add additional sheets where necessary):

"Get ready for the switch to digital television (DTV) booklet published by the National Association of Broadcasters to all of our volunteers. KCPT also provides tours to all age groups free of charge and our tour guides discuss and answer questions regarding the 2009 DTV transition with our visitors. KCPT's magazine has also featured an article regarding the DTV 2009 transition in its Jan/Feb 2008, March/April 2008 and May/June 2008 issues.

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 Amy L Long	Typed or Printed Title of Person Signing Technical Project Analyst & IT Director
Signature <input type="checkbox"/>	Date April 8, 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-PERF, 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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