

Federal Communications Commission

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Account number: 897268

Description: KPDX THIRD QUARTER 2008 DTV EDUCATION REPORT

Application Reference Number: 20081006AIH

Successfully filed at Oct 6 2008 7:33PM

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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. -20081006AIH

Licensee THE MEREDITH CORPORATION		
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Call Sign KPDX	Facility Id 35460	Previous Call Sign (if applicable)
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Community of License			
City VANCOUVER	State WA	County CLARK	Zip Code 98668 -

Nielsen DMA PORTLAND OR	World Wide Web Home Page Address KPDX.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2007
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)	
<input checked="" type="checkbox"/> Analog	49
<input checked="" type="checkbox"/> Digital	48

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)?

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?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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 B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	240
Total 5:00 a.m. to 1:00 a.m. CSTs	393
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	110
Total 6:00 a.m. to 9:00 a.m. CSTs	6
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	77
Total 6:00 p.m. to 11:35 p.m. CSTs	286

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments:

30 Minute Educational Programs - Last Quarter

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 | 0

Comments:

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?

0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

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:
 A LINK TO DIGITAL TV TRANSITION IS FEATURED AS A MAJOR CATEGORY ON THE PRIMARY PAGE OF THE KPDX.COM WEBSITE. THIS LINK LEADS TO A WEBPAGE CONTAINING A COUNTDOWN TO FEB 17, 2009 CLOCK, LINKS TO TEXT EDUCATIONAL PAGES "WHAT IS DIGITAL TV", "YOUR DIGITAL TV DICTIONARY", "LOCAL DTV INFORMATION", "ALL ABOUT HIGH-TECH TV", "DO YOU NEED NEW EQUIPMENT", "TERMS YOU SHOULD KNOW ABOUT DIGITAL TV", "TUNING INTO DIGITAL TV", "YOU MAY NEED NEW KIND OF ANTENNA", "70 MILLION TV SETS COULD LOSE SIGNALS", AND "CONVERTER COUPONS"(CONTAINS A LINK TO THE GOVERNMENT COUPON WEBSITE). THE WEBPAGE ALSO CONTAINS LINKS TO EDUCATIONAL VIDEOS "WILL MY OLD TV SET WORK", "HOW CAN YOU GET CONVERTER COUPONS" AND "THE CASE FOR DIGITAL TV".

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:

Community Events

Comments:

Other (describe)

Comments:

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 TRAFFIC MANAGER
Signature MARY WARNER	Date (mm/dd/yyyy) 10/03/2008

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