

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 897268

Description: (NEW FORM) - SECOND QUARTER KPDX FORM 388
Application Reference Number: 20090708AIR
Successfully filed at Jul 8 2009 5:22PM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388		DTV Quarterly Activity Station Report	
		FOR COMMISSION USE ONLY FILE NO. -20090708AIR	
Licensee MEREDITH CORPORATION			
Call Sign KPDX	Facility Id 35460	Previous Call Sign (if applicable)	
Community of License			
City VANCOUVER	State WA	County CLARK	Zip Code 98668 -
Nielsen DMA PORTLAND OR	World Wide Web Home Page Address LIVEPDX.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2007	
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: 06/30/2009			
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 checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E			
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
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 Countdown piece per day during the 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	280
Total 5:00 a.m. to 1:00 a.m. CSTs	718

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	127
Total 6:00 a.m. to 9:00 a.m. CSTs	51

For stations located in the Atlantic, 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	87
Total 6:00 p.m. to 11:35 p.m. CSTs	549

For stations located in the Alaskan, 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:
 GRAPHICS PROMOTING THE CHANGEOVER RAN IN THE 8PM NEWS EVERY DAY 10 DAYS PRIOR TO THE SWITCH.

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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).

Total number of 30 Minute Informational Programs	6
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Comments:
 5/5 8:30PM, 5/11 8:30PM, 5/12 8:30PM, 5/18 8:30PM, 5/19 8:30PM AND 6/11 8:30-9PM

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

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

Comments:
 STATION RAN ONE OR MORE ANIMATED GRAPHIC COUNTDOWN CLOCKS PER DAY STARTING APRIL 13, 60 DAYS PRIOR TO CHANGE.

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674 (b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:
SHUTDOWN TESTS WERE PERFORMED IN THE 8PM NEWS MAY 18 AND JUNE 4. STORIES IN THE 8PM NEWS EVERY DAY 10 DAYS PRIOR TO THE SWITCH AND 2 DAYS AFTER PROMOTED USE OF THE DTV HELPLINE.

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
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Comments:
A LINK TO DIGITAL TV TRANSITION INCLUDING IS FEATURED AS A MAJOR CATEGORY ON THE PRIMARY PAGE OF THE LIVEPDX.COM WEBSITE. THIS LINK LEADS TO A WEBPAGE CONTAINING LINKS TO TEXT EDUCATIONAL PAGES "WHAT IS DTV?", "TERMS TO KNOW", "WHAT DO YOU NEED?", AND "CONVERTER COUPONS"(CONTAINS A LINK TO THE GOVERNMENT COUPON WEBSITE). THE PAGE CONTAINS LINKS PAGES FOR THESE TOPICS: "TV CONVERTER BOX COUPON PROGRAM EXPIRED? TRY AGAIN", "UPGRADING? REUSE, RECYCLE YOUR ANALOG TV", "SENIORS, DISABLED COULD LOSE SIGNALS", "HUNDREDS OF STATIONS CUT ANALOG SIGNALS", "RECYCLERS WARN AGAINST TRASHING OLD TVs", "WHAT IS DIGITAL TV?", "CONSUMERS FACE DTV TRANSITION DECISIONS", "DON'T TOUCH THAT DIAL: THE HISTORY OF TV", "DIGITAL TECHNOLOGY DRIVES WORLD CHANGE", "DTV BRINGING NEW PROGRAMMING ALONG WITH IT", "MAKE SURE TO RESCAN YOUR CHANNELS", "DIGITAL TV TRANSITION AND TECHNICAL FAQ", "STATUS OF KPDX DIGITAL SIGNAL", "HOW TO HOOK UP YOUR CONVERTER BOX", "DON'T FORGET TO RESCAN YOUR DIGITAL CONVERTER BOX", "ANTENNA BASICS FOR DTV" AND A KPDX-PDX TV TRANSLATOR MAP. THE PAGE CONTAINS LINKS TO THE DTV QUARTERLY REPORTS FOR Q1-2008, Q2-2008, Q3-2008, Q4 2008 AND Q1 2009. THE PAGE CONTAINS LINKS TO 5 DTV EDUCATIONAL VIDEOS: "HOW MANY PEOPLE ARE AFFECTED", "DO I STILL NEED A SPECIAL ANTENNA?", "WILL MY OLD TV SET WORK", "HOW CAN YOU GET CONVERTER COUPONS?" AND "THE CASE FOR DIGITAL TV". THE PAGE CONTAINS A FACILITY TO EMAIL DTV RELATED QUESTIONS TO THE STATION. THERE IS ALSO A TOLL-FREE TELEPHONE NUMBER POSTED TO CALL 8AM-5PM WEEKDAYS AND SPEAK TO A TEAM OF SPECIALISTS THAT WILL ANSWER DTV RELATED QUESTIONS.

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:
CHIEF ENGINEER STEVE BENEDICT ATTENDED A DTV EDUCATION EVENT PUT ON BY THE FCC IN GRESHAM OREGON JUNE 5.

Community Events

Comments:
CHEIF ENGINEER STEVE BENEDICT PARTICIPATED IN THE DTV HOTLINE JUNE 13-14.
ENGINEER RON CARDENAS VOLUNTEERED 23.5 HOURS IN COMMUNITY DTV EDUCATION EVENTS INCLUDING EVENTS SPONSORED BY THE URBAN LEAGUE.

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 <i>Mary Warner</i>	Typed or Printed Title of Person Signing DIRECTOR OF TRAFFIC AND PROGRAMMING KPTV-KPDX
Signature MARY WARNER	Date (mm/dd/yyyy) 07/08/2009

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-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.