

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. -20080709AST	
Licensee NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.					
Call Sign KQED		Facility Id 35500		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN FRANCISCO		CA	SAN FRANCISCO		94110 - 1426
Nielsen DMA SAN FRANCISCO-OAK-SAN JOSE		World Wide Web Home Page Address WWW.KQED.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital	30				
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 type="radio"/> Yes <input checked="" 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 2	
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: THE WEBSITE CONTAINS LOCALIZED INFORMATION ON THE TRANSITION AS WELL AS LINKS TO NATIONAL RESOURCES AND GOVERNMENT SITES.	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: CONDUCTED A SPEAKING ENGAGEMENT IN SAN FRANCISCO AT THE ARC, A NON-PROFIT ORGANIZATION FOUNDED IN 1951 TO SERVE, SUPPORT AND ADVOCATE FOR INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES. THE ARC PROVIDES A VARIETY OF SERVICES AND CURRENTLY SUPPORTS OVER 500 PEOPLE ON A DAILY BASIS.	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: -MONTHLY ARTICLE "COUNTDOWN TO DTV TRANSITION" RUNNING IN EACH ISSUE OF OUR PRINTED PROGRAM GUIDE "GUIDE", BEGINNING NOVEMBER 2007. ARTICLE IS ALSO AVAILABLE IN DOWNLOADABLE VERSION. -DISTRIBUTED PRINTED COLLATERAL PIECE WITH INFORMATION FOR THOSE WITHOUT WEB ACCESS AND FOR USE AT COMMUNITY EVENTS. RESOURCE INFORMATION FOR NON-ENGLISH POPULATION INCLUDED. -CONTINUED WITH A DTV HOTLINE WITH ALL RELEVANT INFORMATION INCLUDED AS WELL AS HAVING A VOICEMAIL BOX FOR THOSE WHO ARE INTERESTED IN RECEIVING A PRINTED COPY OF MATERIALS OR TO SPEAK WITH A 'LIVE' OPERATOR. -CONTINUED TRAINING VARIOUS STAFF DEPARTMENTS IN BASICS OF DT KNOWLEDGE/TRANSITION -SENT EMAIL TO OUR E-LISTS ABOUT TRANSITION AS WELL AS ADDITIONAL INFORMATION AND TAGLINES IN MORE THAN 20 BI-WEEKLY E-LETTERS PLUS MONTHLY E-NEWSLETTER. -INCLUSION IN OTHER MEMBER NEWSLETTERS AND PUBLICATIONS, INCLUDING SIGNAL SOCIETY'S "GO PUBLIC" AND MORE. -CREATED PRINTED COLLATERAL PIECE IN SPANISH.	
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 GENERAL COUNSEL AND CORPORATE SECRETARY
Signature MARGARET BERRY	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).

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.