

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 851740**

**Description: KCTS QUARTERLY REPORT 10/08**  
**Application Reference Number: 20081010ABZ**  
**Successfully filed at Oct 10 2008 9:58AM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>			FOR COMMISSION USE ONLY FILE NO. -20081010ABZ
Licensee KCTS TELEVISION			
Call Sign KCTS-TV		Facility Id 33749	Previous Call Sign (if applicable)
Community of License			
City	State	County	Zip Code
SEATTLE	WA	KING	98109 -
Nielsen DMA SEATTLE-TACOMA	World Wide Web Home Page Address WWW.KCTS9.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2015
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	9		
<input checked="" type="checkbox"/> Digital	41		
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)?			
<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 type="radio"/> Yes <input checked="" type="radio"/> No
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>Application Purpose:</b>			
<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?  Yes  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:  
KCTS PLANS TO AIR A 30 MINUTE DTV-RELATED INFORMATIONAL PROGRAM MULTIPLE TIMES IN OCTOBER AND NOVEMBER, AND TO SCHEDULE AIR DATES FOR DECEMBER, JANUARY AND FEBRUARY

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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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: AS OF APRIL, 2008, KYVE HAS BEEN AIRING A NEARLY 6-MINUTE LONG PSA ABOUT THE CONVERSION, PRODUCED BY ONE OF ITS WEEKLY LOCAL PRODUCTIONS, 'KCTS CONNECTS.' IT IS ALSO AVAILABLE ON THE STATION'S WEBSITE.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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 FEATURES A DTV READINESS QUIZ AND SURVEY (SEE BELOW), A LINK TO THE FEDERAL DTV \$40 COUPON FORM, A DIGITAL FAQ SHEET, A PRINTABLE DTV GUIDE, A LINK TO THE STATION BLOG TO LEAVE COMMENTS ABOUT THE TRANSITION, AND A LINK TO A "CONTACT KCTS 9 FOR HELP" PAGE. THERE IS ALSO A MONTHLY E-ZINE ABOUT THE TRANSITION THAT VIEWERS CAN SIGN UP FOR AND RECEIVE VIA E-MAIL (SEE BELOW), AND A LINK TO INFORMATION IN SPANISH AS PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS. IF VIEWERS AND VISITORS TO OUR WEBSITE CANNOT FIND THE INFORMATION THEY ARE SEEKING ON THE AIR OR ON OUR WEBSITE, THEY CAN SEND A QUESTION TO A DEDICATED E-MAIL ADDRESS OR CALL A SPECIAL 1-800 NUMBER AND WILL BE SENT THE INFORMATION THEY NEED OR THEIR QUESTION WILL BE ANSWERED BY A KCTS ENGINEER.  DTV QUIZ/SURVEY:  KCTS POSTED AN INFORMATIVE SURVEY TO THE STATION WEB SITE AND INCLUDED DTV INFORMATION IN ALL STATION E-NEWSLETTERS FOR THE FIRST TIME IN SEPTEMBER, AND WILL ALSO REPEAT IN OCTOBER.  THE "QUIZ" IS REALLY A TEACHING TOOL THAT INCLUDES DETAILED INFORMATION ON THE DIGITAL SWITCH, AS WELL AS CONTACT INFORMATION FOR THOSE WHO HAD MORE QUESTIONS, AND AN AREA WHERE THE RESPONDENTS CAN ENTER THEIR E-MAIL ADDRESS TO BE ADDED TO THE DTV HELP LIST.  SURVEY OVERVIEW:  - LAUNCHED SEPT. 15 - OVER 350 RESPONSES, AND STILL COMING IN. - POSTED ON DTV PAGE (KCTS9.ORG/DIGITAL), WHICH IS LINKED FROM HOME PAGE. - HAS BEEN IN THE FOLLOWING E-NEWSLETTERS (DISTRIBUTION): PRIMETIME (41K), KITCHEN (6K), DTV (2K); KIDS & FAMILY (2K). - GENERAL RESULTS SHOW AWARENESS OF DTV IS GOOD. SO FAR, 28 PEOPLE HAVE SIGNED UP FOR THE DTV HELP E-NEWSLETTER AFTER COMPLETING THE SURVEY. - SURVEY WILL CLOSE FRIDAY, 10/10.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: PRESENTATIONS AT RETIREMENT HOMES, KIWANIS AND ROTARY GROUPS	
<input checked="" type="checkbox"/> Community Events  Comments: PROVIDED INFORMATION AT COMMUNITY OUTREACH EVENTS, AT PARENTING AND EARLY CHILDHOOD EDUCATION WORKSHOPS, AND AT V-ME EVENTS	
<input checked="" type="checkbox"/> Other (describe)	

Comments:

DISPLAYED A CONVERTED AND NON-CONVERTED SIGNAL ON TVS IN OUR STATION LOBBY, OPEN TO THE PUBLIC; TRANSLATED INFORMATIONAL MATERIALS INTO SPANISH TO HAND OUT AT OUTREACH EVENTS

DURING THIS QUARTER, THE STATION HAS SENT OUT THOUSANDS OF COPIES OF ITS "E-ZINES" AND E-NEWSLETTERS WITH INFORMATION ON THE DTV TRANSITION.

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

Comments:

WE REGRET TO INFORM THE FCC THAT ALTHOUGH STATION KCTS EXCEEDED THE MONTHLY REQUIREMENTS FOR AIRING CONSUMER EDUCATION CONTENT BETWEEN THE HOURS OF 6:00PM AND MIDNIGHT DURING THE QUARTER, AND EXCEEDED THE TOTAL AMOUNT OF SUCH CONTENT DURING EACH MONTH OF THIS QUARTER, IT DID NOT ALWAYS AIR THE REQUIRED DAILY AMOUNT OF CONSUMER EDUCATION SPOTS DUE TO INADVERTENT SCHEDULING ERRORS. SPECIFICALLY, KCTS MISSED AIRING THE REQUIRED AMOUNT OF INFORMATION ON 25 DAYS IN THE QUARTER (IN MOST CASES BY AIRING 30 OR 60 SECONDS WORTH OF CONTENT ON A GIVEN DAY INSTEAD OF 120 SECONDS). NONETHELESS, OVER THE COURSE OF THE QUARTER, KCTS AIRED A TOTAL OF 515 MINUTES OF DTV CONSUMER EDUCATION CONTENT, WELL ABOVE THE 184 MINUTES WORTH OF SUCH CONTENT MINIMALLY REQUIRED BY THE COMMISSION.

KCTS BELIEVED THAT IT WAS IN COMPLIANCE WITH THE REQUIREMENTS; ONLY AFTER REVIEWING THE TRAFFIC LOGS TO PREPARE ITS QUARTERLY ACTIVITY REPORTS DID KCTS REALIZE - MUCH TO ITS CHAGRIN - THAT ALL THE SPOTS DID NOT AIR AS REQUIRED ON A DAILY BASIS. THE VAST MAJORITY OF UNDERPERFORMANCE FELL ON DAYS WHEN THE STATION WAS CONDUCTING MEMBERSHIP PLEDGE DRIVES, WHEN AIRTIME BETWEEN PROGRAMS WAS SEVERELY REDUCED. AT THE BEGINNING OF THE QUARTER, FLIGHTS HAD BEEN CREATED TO AUTOMATICALLY PLACE CONSUMER EDUCATION SPOTS THROUGHOUT THE DAILY SCHEDULE (EXCEPT DURING CHILDREN'S PROGRAMMING DAYPARTS) AT A RATE CALCULATED TO EXCEED FCC REQUIREMENTS. HOWEVER, THESE FLIGHTS FAILED TO PLACE SPOTS AS INTENDED WHEN INTERSTITIAL AIRTIME WAS CURTAILED DURING PLEDGE DRIVE PROGRAMMING PERIODS.

KCTS ACCEPTS RESPONSIBILITY FOR THIS SHORTCOMING AND HAS TAKEN CORRECTIVE MEASURES, ON ITS OWN INITIATIVE, TO REMEDY THESE MISSED SPOTS. KCTS HAS PUT IN PLACE ADDITIONAL CHECKS ON TRAFFIC SCHEDULING FOR THE SPOTS TO ENSURE COMPLIANCE. THIS INCLUDES A MANUAL CHECK OF EACH DAILY LOG PRIOR TO BROADCAST, INTENDED TO CATCH AND REMEDY ANY PROBLEMS. MOREOVER, KCTS PLANS TO AIR INCREASED AMOUNTS OF SUCH SPOTS AND LONG FORM PROGRAMMING UNTIL THE DTV TRANSITION CONCLUDES. FINALLY, KCTS NOTES THAT IT AIRED MORE THAN THE REQUIRED AMOUNT OF DTV CONSUMER EDUCATION CONTENT ON 59 DAYS DURING THIS QUARTER, AND THESE SURPLUS AIRINGS WERE SIGNIFICANT. KCTS AVERAGED 5.6 MINUTES OF DTV CONSUMER EDUCATION CONTENT PER DAY, EXCEEDING THE REQUIRED MINIMUM (ON AVERAGE) BY MORE THAN 250%. KCTS HAS ALSO ENGAGED IN ADDITIONAL DTV OUTREACH EFFORTS DURING THIS PERIOD, INCLUDING MAINTAINING INFORMATION ON OUR STATION WEBSITE, DISPLAY OF A CONVERTED AND NON-CONVERTED SIGNAL ON TV'S IN OUR STATION LOBBY OPEN TO THE PUBLIC; PRESENTATIONS AT RETIREMENT HOMES, KIWANIS AND ROTARY GROUPS; PROVIDING INFORMATION AT COMMUNITY OUTREACH EVENTS, AT PARENTING AND EARLY CHILDHOOD EDUCATION WORKSHOPS, AND AT V-ME EVENTS; AS WELL AS TRANSLATING INFORMATIONAL MATERIALS INTO SPANISH TO HAND OUT AT OUTREACH EVENTS.

**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 PRESIDENT AND CEO
Signature WILLIAM P. MOHLER	Date (mm/dd/yyyy) 10/09/2008

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-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](mailto: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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