

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. -20090112ATE	
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: 12/31/2008					
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	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input 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 type="radio"/> Yes <input checked="" 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 26					
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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON DECEMBER 19TH, KCTS EXECUTIVE DIRECTOR OF ENGINEERING APPEARED ON KCTS CONNECTS AND EXPLAINED THE DIGITAL TRANSITION AND HOW TO BE READY FOR IT IN A FIVE MINUTE INTERVIEW THAT IS ALSO STREAMING ON OUR STATION WEBSITE.	
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 FEATURES A DTV READINESS QUIZ AND SURVEY (SEE BELOW), A LINK TO THE FEDERAL DTV 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 EMAIL (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 EMAIL 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 WEBSITE AND INCLUDED DTV INFORMATION IN ALL STATION E-NEWSLETTERS FOR THE FIRST TIME IN SEPTEMBER. THESE EFFORTS WERE REPEATED IN OCTOBER, NOVEMBER AND DECEMBER. THE "QUIZ" IS REALLY A TEACHING TOOL THAT INCLUDES DETAILED INFORMATION ON THE DIGITAL SWITCH, AS WELL AS CONTACT INFORMATION FOR THOSE WHO HAVE MORE QUESTIONS, AND AN AREA WHERE RESPONDENTS CAN ENTER THEIR EMAIL ADDRESS TO BE ADDED TO THE DTV HELP LIST. SURVEY OVERVIEW: - LAUNCHED SEPTEMBER 15. - OVER 447 RESPONSES, AND STILL COMING IN. - POSTED ON DTV WEBPAGE (KCTS9.ORG/DIGITAL), WHICH IS LINKED FROM HOME PAGE. - HAS BEEN IN THE FOLLOWING E-NEWSLETTERS (DISTRIBUTION): PRIMETIME (41K), KITCHEN (8K), DTV (2K), KIDS & FAMILY (2K). - GENERAL RESULTS SHOW AWARENESS OF DTV IS GOOD. SO FAR, 34 PEOPLE HAVE SIGNED UP FOR THE DTV HELP E-NEWSLETTER AFTER COMPLETING THE SURVEY. - SURVEY WILL REMAIN OPEN INDEFINITELY.	
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: PRESENTATIONS AT RETIREMENT HOMES, KIWANIS AND ROTARY GROUPS.	
<input checked="" type="checkbox"/> Community Events	
Comments: ON OCTOBER 23, 2008, KCTS HOSTED A BREAKFAST MEETING IN ITS STUDIO, OF SEATTLE AREA TV STATION MANAGERS AND ENGINEERING EXECUTIVES, TO MEET WITH FCC COMMISSIONER ADELSTEIN ABOUT THE LOCAL READINESS FOR THE TRANSITION, CONCERNS OF VIEWERS AND OF THE TV	

STATIONS. THIS MEETING WAS HELD PRIOR TO THE COMMISSIONER APPEARING AT PUBLIC FORUMS IN SEATTLE THE SAME DAY.

Other (describe)

Comments:

IN DECEMBER WE SENT OUT A DTV NEWSLETTER TO EXPERIENCED USERS, IN ALL 1,800 RECIPIENTS, URGING THEM TO HELP OTHERS PREPARE FOR THE DIGITAL TRANSITION. WE ALSO SENT A MESSAGE TO INDIVIDUALS ON OUR DTV HELP LIST ENCOURAGING THEM TO GET PREPARED AND GIVING THEM RESOURCE INFORMATION TO GET HELP IF THEY NEED IT.

WE HAVE CONDUCTED SOFT TESTS OF THE ANALOG SHUTOFF AND WILL CONDUCT MORE BEFORE THE CONVERSION DATE. VIEWERS RECEIVING OUR SIGNAL OVER THE AIR WILL HAVE THEIR SIGNAL INTERRUPTED WITH A SCREEN THAT ANNOUNCES THE TRANSITION ON 2/17/09 AND LISTS STEPS TO GET READY AND PHONE NUMBERS TO CALL AT THE STATION IF THEY HAVE QUESTIONS.

THE KCTS MONTHLY VIEWER GUIDE START AT KCTS, WITH 130,000 COPIES MAILED, HAS THROUGHOUT THE YEAR, CONTAINED INFORMATION ON THE TRANSITION AND HIGHLIGHTS WHEN THE 30 MINUTE PROGRAM WILL AIR AND WHEN THE "SOFT TESTS" WILL OCCUR.

BEGINNING DECEMBER 31, 2008, AT 5PM, WE HAVE INSERTED THE FOLLOWING AS A CRAWL MESSAGE AT THE BOTTOM OF THE SCREEN OVER THE VIDEO IN OUR ANALOG SIGNAL BEING TRANSMITTED OVER THE AIR.

1. FEBRUARY 17 IS THE DIGITAL TV DEADLINE
2. YOUR TV IS NOT READY FOR DIGITAL
3. ACT NOW TO KEEP YOUR TV WORKING
4. CONTACT KCTS 9 FOR MORE INFORMATION

THESE MESSAGES CYCLE IN SEQUENCE FOR A DURATION OF ONE MINUTE AND ARE ACCOMPANIED BY OUR WEB ADDRESS AND PHONE NUMBER. THIS MESSAGE CYCLE APPEARS TWICE EACH HOUR, AROUND THE CLOCK. THE INFORMATION IS SEEN BY ONLY THE OVER THE AIR VIEWERS WHO ARE WATCHING THE ANALOG SIGNAL.

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

Comments:

STATION KCTS AIRED SIGNIFICANTLY MORE THAN THE TOTAL REQUIRED AMOUNT OF DTV CONSUMER EDUCATION SPOTS DURING ALL THREE MONTHS IN THE FOURTH QUARTER. IN OCTOBER 2008, KCTS AIRED 143 MINUTES OF CONSUMER EDUCATION SPOTS BEYOND THE AMOUNT REQUIRED, INCLUDING 76 MINUTES OF CONSUMER EDUCATION SPOTS BEYOND THE AMOUNT REQUIRED BETWEEN THE HOURS OF 6PM AND MIDNIGHT. IN NOVEMBER 2008, KCTS AIRED 111 MINUTES OF CONSUMER EDUCATION SPOTS BEYOND THE AMOUNT REQUIRED AND 56 MINUTES OF CONSUMER EDUCATION SPOTS BEYOND THE AMOUNT REQUIRED BETWEEN THE HOURS OF 6PM AND MIDNIGHT. FINALLY, IN DECEMBER 2008, KCTS AIRED 93 MINUTES OF CONSUMER EDUCATION SPOTS BEYOND THE AMOUNT REQUIRED AND 38 MINUTES OF CONSUMER EDUCATION SPOTS BEYOND THE AMOUNT REQUIRED BETWEEN THE HOURS OF 6PM AND MIDNIGHT. IN TOTAL, KCTS AIRED ALMOST 350 MINUTES OF CONSUMER EDUCATION BEYOND THE AMOUNT REQUIRED DURING THE QUARTER, INCLUDING OVER 170 MINUTES OF CONSUMER EDUCATION BEYOND THE AMOUNT REQUIRED DURING THE HOURS OF 6PM AND MIDNIGHT.

DUE TO INADVERTENT SCHEDULING ERRORS, HOWEVER, KCTS FAILED TO AIR THE MINIMUM DAILY AMOUNT OF CONSUMER EDUCATION SPOTS REQUIRED DURING 20 DAYS IN THE QUARTER. ON MOST DAYS IN THE QUARTER, KCTS AIRED MORE THAN THE MINIMUM AMOUNT OF REQUIRED SPOTS - OFTEN SIGNIFICANTLY MORE THAN REQUIRED. IN ADDITION, KCTS MET AND SURPASSED THE MINIMUM MONTHLY REQUIREMENT FOR CONSUMER EDUCATION SPOTS BETWEEN THE HOURS OF 6PM

AND MIDNIGHT. UNFORTUNATELY, IN PREPARING ITS DTV CONSUMER EDUCATION REPORT FOR THIS QUARTER, KCTS REALIZED THAT THE MINIMUM DAILY AMOUNT OF CONSUMER EDUCATION SPOTS WERE NOT RUN ON CERTAIN DAYS.

IN DECEMBER, KCTS ALSO BECAME AWARE THAT ITS LOCALLY-PRODUCED DTV CONSUMER EDUCATION MESSAGES HAD NOT BEEN CLOSED-CAPTIONED. DUE TO A MISUNDERSTANDING BY KCTS - THE FCC HAS A SPECIAL EXEMPTION FOR CLOSED-CAPTIONING ON INTERSTITIALS AND KCTS ASSUMED THAT THIS WAS ALSO THE CASE FOR DTV CONSUMER EDUCATION SPOTS - KCTS PRODUCTION PERSONNEL WERE NOT INFORMED OF THE FCC'S REQUIREMENT THAT DTV CONSUMER EDUCATION SPOTS BE CLOSED-CAPTIONED. UPON LEARNING OF ITS OVERSIGHT, KCTS MOVED QUICKLY TO HAVE ITS LOCALLY-PRODUCED SPOTS CAPTIONED AND BEGAN AIRING CLOSED-CAPTIONED VERSIONS IN LATE DECEMBER. THIS ERROR HAD NO IMPACT ON THE DTV CONSUMER EDUCATION SPOTS SUPPLIED BY PBS, WHICH HAVE AIRED ON KCTS AND HAVE ALWAYS BEEN CLOSED-CAPTIONED. KCTS WILL AMEND ITS FORM 388 DTV CONSUMER EDUCATION REPORTS FOR PREVIOUS QUARTERS TO REFLECT THIS ERROR.

KCTS IS VERY REGRETFUL THAT IT WAS NOT ABLE TO FULLY COMPLY WITH THE FCC'S DTV CONSUMER EDUCATION REQUIREMENTS DURING THE FOURTH QUARTER. KCTS RESPECTFULLY SUBMITS, HOWEVER, THAT IT WAS IN SUBSTANTIAL COMPLIANCE WITH THE FCC'S REQUIREMENTS - AND EVEN WENT SIGNIFICANTLY BEYOND COMPLIANCE WITH RESPECT TO THE TOTAL AMOUNT OF CONSUMER EDUCATION SPOTS REQUIRED DURING THE QUARTER. MOREOVER, KCTS HAS ENGAGED IN DTV CONSUMER EDUCATION EFFORTS THAT ARE NOT REQUIRED BY THE FCC. FOR EXAMPLE, KCTS HAS CONDUCTED AND AIRED AN INTERVIEW WITH ITS DIRECTOR OF ENGINEERING ON THE DTV TRANSITION FOR ITS LOCAL CURRENT AFFAIRS PROGRAM. KCTS ALSO AIRED PERIODIC "SOFT TESTS" DURING WHICH ANALOG OVER-THE-AIR PROGRAMMING WAS INTERRUPTED WITH DTV AWARENESS MESSAGES. IN ADDITION, IN LATE DECEMBER KCTS BEGAN INSERTING DTV TRANSITION MESSAGES INTO ITS OVER-THE-AIR ANALOG PROGRAMMING IN THE FORM OF TEXT OVERLAYS. THESE MESSAGES WERE INITIALLY INSERTED TWO TIMES PER HOUR AND ARE NOW BEING INSERTED FOUR TIMES PER HOUR AROUND THE CLOCK. THESE EFFORTS HAVE SUPPLEMENTED OTHER ONGOING EFFORTS THAT KCTS HAS UNDERTAKEN TO EDUCATE VIEWERS ABOUT THE DTV TRANSITION, WHICH INCLUDE ADVERTISING "SOFT" TESTS AND STAFFING PHONE BANKS WITH EMPLOYEES WHO VOLUNTEER THEIR TIME TO ANSWER VIEWER QUESTIONS REGARDING THE DTV TRANSITION.

KCTS ACCEPTS RESPONSIBILITY FOR ITS FAILURE TO FULLY COMPLY WITH THE FCC'S REQUIREMENTS DURING THE FOURTH QUARTER AND WILL TAKE FURTHER CORRECTIVE MEASURES TO ENSURE THAT IT IS IN FULL COMPLIANCE GOING FORWARD. KCTS WILL ENHANCE THE CHECKS IT PUT INTO PLACE DURING THE FOURTH QUARTER AND WILL BE MORE VIGILANT OF THE SCHEDULING OF DTV CONSUMER EDUCATION SPOTS DURING THE QUARTER. KCTS ALSO PLANS TO CONTINUE TO AIR SIGNIFICANTLY GREATER AMOUNTS OF CONSUMER EDUCATION SPOTS THAN REQUIRED, INCLUDING DURING THE HOURS BETWEEN 6PM AND MIDNIGHT. FINALLY, KCTS WILL CONTINUE TO ENGAGE IN SUPPLEMENTAL DTV CONSUMER EDUCATION EFFORTS, SUCH AS WEBSITE NOTICES, BUILDING DISPLAYS, PRESENTATIONS TO THE PUBLIC AND OTHER FORMS OF PUBLIC OUTREACH.

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 & CEO
Signature MAURICE "MOSS" BRESNAHAN	Date (mm/dd/yyyy) 01/12/2009

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