

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. BDERET-20090409AHS	
Licensee MARYLAND PUBLIC BROADCASTING COMMISSION					
Call Sign WCPB		Facility Id 40618		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SALISBURY		MD	WICOMICO		21801 -
Nielsen DMA SALISBURY		World Wide Web Home Page Address WWW.MPT.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	28				
<input checked="" type="checkbox"/> Digital	56				
Report reflects information for quarter ending: 03/31/2009					
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 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 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 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 June 12, 2009.	
Total number of 30 Minute Informational Programs 0	
Comments: MPT AIRED ON ITS MAIN MPT CHANNEL AND ON ITS MPT-HD CHANNEL A TOTAL OF 34 DIFFERENT SPOTS VARYING IN LENGTH FROM 15 SECONDS TO 2 MINUTES. COLLECTIVELY 1296 SPOTS RAN FOR A	

TOTAL OF 8 HOURS 14 MINUTES 50 SECONDS OF AIRTIME.

ADDITIONALLY MPT AIRED ON ITS MPT SELECT CHANNEL 12 DIFFERENT SPOTS VARYING IN LENGTH FROM 10 SECONDS TO 1 MINUTE. THESE SPOTS RAN 25 TIMES FOR A TOTAL OF 10 MINUTES 10 SECONDS.

TOTAL AIR TIME DEDICATED TO CONSUMER EDUCATION EQUALS 8 HOURS 25 MINUTES.

30 MINUTE PROGRAM RAN DURING PREVIOUS QUARTER.

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
<p>Comments:</p> <p>MPT OPERATES A PUBLIC TELEVISION NETWORK WHICH SERVES THE STATE OF MARYLAND AND ADJOINING AREAS, WITH PROGRAMMING ORIGINATING IN OWINGS MILLS, MARYLAND THAT IS SIMULTANEOUSLY TRANSMITTED ON ALL SIX STATIONS. THE ANALOG OPERATIONS OF STATIONS WCPB AND WGPT WERE TERMINATED IN DECEMBER ACCORDING TO THE PRE-DTV DELAY ACT RULES, AND ANNOUNCEMENTS HAD BEEN RUN TO INFORM THE PUBLIC OF THOSE ANALOG CHANNEL TERMINATIONS. SUCH ANNOUNCEMENTS BY TECHNICAL NECESSITY AIR ON ALL SIX MPT STATIONS. BECAUSE ANALOG TERMINATION OF STATION WFPT IS PLANNED FOR APRIL 16, SIMILAR ANALOG TERMINATION ANNOUNCEMENTS BEGAN RUNNING ON MARCH 15, 2009 ON THE NETWORK.</p> <p>JANUARY 26, 2009 AT 9:00 PM MPT BROADCAST A LIVE 90-MINUTE SPECIAL ANSWERING COMMON QUESTIONS ABOUT THE UPCOMING SWITCH TO DIGITAL TELEVISION. THE PROGRAM FEATURED A LIVE PHONE BANK TO ANSWER VIEWER QUESTIONS AND A DEMONSTRATION OF HOW TO HOOK-UP A CONVERTER BOX.</p> <p>FEBRUARY 16, 2009 JAMES SNYDER, DIGITAL PRODUCTION SPECIALIST AND HISTORIAN, APPEARED ON MPT'S DIRECT CONNECTION TO TALK ABOUT THE CHANGE FROM ANALOG TO DIGITAL BROADCAST.</p>	
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
<p>Comments:</p> <p>ON MPT'S MAIN WEB PAGE UNDER THE SECTION TITLED ABOUT MPT THERE ARE TWO LINKS TO TWO PAGES; THE FIRST PAGE TITLED THE DIGITAL TRANSITION WHICH TAKES YOU TO THE DIGITAL TELEVISION NOW PAGE AND COVERS TOPICS RELATED TO GOING DIGITAL, CONVERTER BOXES, RURAL VIEWERS, FAQs, AND A SECTION TO REQUEST PRINTED MATERIAL IN SPANISH; THE SECOND PAGE TITLED BROADCAST COVERAGE WHICH LIST MPT'S DIGITAL CHANNEL ALLOCATIONS AND LINKS TO MPT'S WEB PAGE TITLED DIGITAL TELEVISION NOW AND MPT'S POSTED DTV CONSUMER EDUCATION PARTICIPATION REPORT.</p> <p>MPT'S FACEBOOK PAGE CONTAINS A LINK TO AN ARTICLE TITLED "GET READY FOR DIGITAL TV!". CURRENTLY MPT'S FACEBOOK PAGE HAS A TOTAL OF 201 REGISTERED FANS.</p>	
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 type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events	

Comments:

Other (describe)

Comments:
 MPT'S VIEWER SERVICES CONTINUES TO RESPOND TO CALLS AND EMAILS RECEIVED VIA THE DTV HOTLINE AND DTV EMAIL ACCOUNT DTV@MPT.ORG ABOUT THE DIGITAL TRANSITION, HOW TO INSTALL THE CONVERTER BOX, RECEPTION DIFFICULTIES AFTER INSTALLING THE CONVERTER BOX.

MPT'S PROGRAM GUIDES MAILED TO MEMBERS THROUGHOUT THE STATE OF MARYLAND AS WELL AS PARTS OF SURROUNDING STATES CONTAINED THE FOLLOWING ADVERTISEMENTS REGARDING THE DTV SWITCH:

JANUARY 2009 GUIDE CONTAINED A TWO-THIRDS PAGE AD TITLED "TV IS CHANGING." TOGETHER WITH INFORMATION ABOUT THE FEDERAL CONVERTER BOX COUPON PROGRAM.

FEBRUARY 2009 GUIDE CONTAINED A ONE-HALF PAGE AD ON THE BACK COVER ABOUT THE DTV DEADLINE AND INFORMATION ABOUT MPT'S WEB PAGE MPT.ORG/DTV WHERE ADDITIONAL INFORMATION IS AVAILABLE.

MPT'S WEEKLY E-NEWSLETTER, PRIMETIME SPOTLIGHTS, 13 ISSUES CONTAINED A SMALL SIDE-LINE AD ABOUT THE CHANGE OVER TO AN ALL DIGITAL BROADCAST AND A LINK TO MPT'S WEB PAGE MPT.ORG/DTV.

THE FOLLOWING MPT MONTHLY E-NEWSLETTERS EACH CONTAINED A SMALL SIDE-LINE AD ABOUT THE CHANGE OVER TO AN ALL DIGITAL BROADCAST AND A LINK TO MPT'S WEB PAGE MPT.ORG/DTV:

MPT TRAVEL NEWS: 2 ISSUES
 MPT SEWING & CRAFT NEWS: 2 ISSUES
 MPT NATURE & SCIENCE NEWS: 2 ISSUES
 MPT KIDS & FAMILY CONNECTION: 3 ISSUES
 MPT VOLUNTEER CONNECTION: 2 ISSUES

MPT'S COMMUNIQUÉ NEWSLETTER SENT TO 350 MEMBERS OF MPT'S SOCIETY FOR EXCELLENCE IN TELEVISION AND MPT'S HERITAGE SOCIETY CONTAINED A ONE-HALF PAGE AD DEDICATED TO THE DTV TRANSITION BY JUNE 12, 2009.

ENGINEERING STAFF MEMBERS RESPONDED TO VIEWERS CONCERNS REGARDING DIGITAL CONVERTER BOXES AND RECEPTION OF MPT'S SIGNAL BY MAKING PERSONAL HOUSE-CALLS IN ORDER TO RESOLVE THESE ISSUES.

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 VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT
Signature JOSEPH KRUSHINSKY	Date (mm/dd/yyyy) 04/09/2009

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).

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Federal Communications Commission

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