

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. BDERET-20080710ACU	
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: 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	
<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?	<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>30 Minute Educational Programs - Last Quarter</b>	
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:	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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 MAY 5TH ON BUSINESS CONNECTION GEORGE BENEMAN, VP OF TECHNOLOGY WAS INTERVIEWED AND SPOKE ABOUT CONVERTER BOXES. THIS SEGMENT WAS APPROXIMATELY 15 TO 20 MINUTES IN LENGTH.	
<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: 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 LISTS 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.	
<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: APRIL 9TH JOE KRUSHINSKY, VP OF INSTITUTIONAL ADVANCEMENT, PRESENTED ON THE TOPIC OF DTV CONVERSION TO THE 40 TOWSONTOWNE ROTARY CLUB MEMBERS IN TOWSON, MARYLAND WHICH INCLUDED A DIGITAL CONVERTER BOX DEMONSTRATION.	
<input checked="" type="checkbox"/> Community Events  Comments: MAY 15TH AND 16TH MPT MANNED A DIGITAL TELEVISION BOOTH AT THE PREAKNESS BALLOON FESTIVAL HELD AT TURF VALLEY IN ELLICOTT CITY, MARYLAND WHICH INCLUDED A DIGITAL TV CONVERTER BOX DEMONSTRATION, HANDING OUT PRINTED DTV INFORMATION AND ANSWERING QUESTIONS.	
<input checked="" type="checkbox"/> Other (describe)  Comments: NEWSLETTER MAILED TO MEMBERS OF MPT'S SOCIETY FOR EXCELLENCE IN TELEVISION AND HERITAGE SOCIETY;  SPRING 2008 ISSUE MAILED THE FIRST WEEK IN APRIL INCLUDED AN ARTICLE TITLED FROM ANALOG TO DIGITAL WHICH COVERED WHAT CONSUMERS NEED TO KNOW ABOUT THE DIGITAL TRANSITION.  SUMMER 2008 ISSUE MAILED THE LAST WEEK IN JUNE INCLUDED AN ARTICLE TITLED FROM ANALOG TO DIGITAL PART 3 WHICH WAS A Q&A TYPE ARTICLE WHICH RESPONDED TO MEMBERS QUESTIONS.  VIEWER SERVICES MAILED APPROXIMATELY 3900 INFORMATIONAL INSERTS ON THE UPCOMING DIGITAL TRANSITION INCLUDING INFORMATION ABOUT THE FEDERAL DIGITAL CONVERTER BOX COUPON PROGRAM.  VIEWER SERVICES RESPONDED VIA PHONE AND EMAIL TO APPROXIMATELY 950 VIEWERS QUESTIONS ABOUT THE DIGITAL TRANSITION, HOW TO INSTALL THE CONVERTER BOX, RECEPTION DIFFICULTIES AFTER INSTALLING THE CONVERTER BOX AND THE PROCESS FOR REQUESTING AND RECEIVING THE	

FEDERAL DIGITAL CONVERTER BOX COUPONS.

VIEWER SERVICES HAS DEVELOPED A HELP LIST FOR VIEWERS TO SIGN UP TO RECEIVE TIPS ABOUT THE DIGITAL TRANSITION.

VIEWER SERVICES INSTITUTED A DTV HOTLINE FOR INCOMING CALLS AND SET UP A DTV EMAIL ACCOUNT DTV@MPT.ORG.

MPT'S JUNE 2008 PROGRAM GUIDE CONTAINED A ¼ PAGE AD ABOUT MPT WEB PAGE; DIGITAL TELEVISION NOW WHICH WAS MAILED TO MEMBERS THROUGHOUT THE STATE OF MARYLAND AS WELL AS PARTS OF SURROUNDING STATES.

NUMEROUS WEEKLY E-NEWSLETTERS ARE SENT WHICH INCLUDE A LINK TO MPT'S DIGITAL TELEVISION NOW SITE: HTTP://DIGITALTELEVISIONNOW.ORG/MPT

THE FOLLOWING ARE JULY ISSUES DISTRIBUTED IN JUNE CONTAINING DIGITAL TRANSITION ADVERTISEMENT:

MPT'S JULY 2008 PROGRAM GUIDE WHICH WAS MAILED TO MEMBERS IN JUNE 2008 CONTAINED A 2/3 PAGE AD ABOUT THE TRANSITION TO DIGITAL.

MARYLAND LIFE MAGAZINE- JULY 2008 ISSUE (DISTRIBUTES IN JUNE) TO ALL OF MARYLAND - BACK COVER ADVERTISEMENT

THE URBANITE -JULY 2008 ISSUE (DISTRIBUTES IN JUNE) TO BALTIMORE CITY, HOWARD COUNTY AND BALTIMORE COUNTY - FULL PAGE ADVERTISEMENT

THE BEACON NEWSPAPERS - JULY 2008 ISSUE (DISTRIBUTES IN JUNE) TO BALTIMORE AND WASHINGTON EDITIONS - ½ PAGE ADVERTISEMENT

THE POWER MAGAZINE - JULY 2008 (DISTRIBUTES IN JUNE) ALL OF MARYLAND - FULL-PAGE ADVERTISEMENT

**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) 07/10/2008

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.

**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

**FCC MB - CDBS Electronic Filing**  
**Account number: 93980**

**Description: WCPB 2ND QTR DTV ACTIVITY REPORT**  
**Application Reference Number: 20080710ACU**  
**Successfully filed at Jul 10 2008 10:59AM**

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

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