

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. BDERET-20081007AAX	
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: 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 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 February 17, 2009.	
Total number of 30 Minute Informational Programs 0	
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: 7-17-08 DURING MPT'S PROGRAM YOUR MONEY AND BUSINESS, THERE WAS A 5 MINUTE SEGMENT WITH MIKE HIMOWITZ FROM THE BALTIMORE SUN ON THE QUALITY OF DIGITAL CONVERTERS NEEDED FOR THE TRANSITION TO DIGITAL.	
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: 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. ON AUGUST 15, 2008 THERE WAS AN ENTRY ON MPT'S BLOG "THE BUZZ" BY GEORGE BENEMAN ENTITLED "T-MINUS 6 AND COUNTING!" ABOUT THE TIME REMAINING UNTIL ANALOG IS SHUT OFF, THE NEED FOR OVER THE AIR VIEWERS TO HAVE A DIGITAL CONVERTER BOX AND HOW TO GET A DISCOUNT COUPON FOR THE PURCHASE OF A DIGITAL CONVERTER BOX.	
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 checked="" type="checkbox"/> Community Events	
Comments: 9-12-08 MPT HAD A BOOTH AT THE 5TH ANNUAL MARYLAND NRG (NETWORK REFERRAL GROUP) FALL SUMMIT AND TRADESHOW IN COLUMBIA, MD. THE BOOTH FEATURED A DTV CONVERTER BOX DEMONSTRATION, DTV LITERATURE WAS HANDED OUT AND QUESTIONS REGARDING THE DIGITAL CONVERSION WERE ANSWERED. OVER 700 BUSINESS PEOPLE ATTENDED THIS TRADESHOW. 9-14-08 MPT HAD TWO BOOTHS DURING THE SESAME STREET LIVE SHOW AT 1ST MARINER IN BALTIMORE AND HANDED OUT APPLICATIONS FOR DIGITAL CONVERTER BOX COUPONS AND DTV LITERATURE.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: MPT'S VIEWER SERVICES RESPONDED VIA PHONE AND EMAIL TO 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. MPT'S VIEWER SERVICES DEVELOPED A HELP LIST FOR VIEWERS TO SIGN UP TO RECEIVE TIPS ABOUT THE DIGITAL TRANSITION. MPT'S VIEWER SERVICES INSTITUTED A DTV HOTLINE FOR INCOMING CALLS AND SET UP A DTV EMAIL	

ACCOUNT DTV@MPT.ORG.

MPT'S AUGUST 2008 PROGRAM GUIDE CONTAINED A 2/3 PAGE AD ABOUT THE DIGITAL TRANSITION, HOW TO OBTAIN THE DISCOUNT COUPON TOWARD THE PURCHASE OF A DIGITAL CONVERTER BOX AND INFORMATION FOR MPT'S DTV HOTLINE AND DTV WEB PAGE. THESE WERE MAILED TO MEMBERS THROUGHOUT THE STATE OF MARYLAND AS WELL AS PARTS OF SURROUNDING STATES.

MPT'S WEEKLY E-NEWSLETTERS CALLED THE PRIMETIME SPOTLIGHTS INCLUDE A LINK TO MPT'S DIGITAL TELEVISION NOW SITE: [HTTP://DIGITALTELEVISIONNOW.ORG/MPT](http://digitaltelevisionnow.org/mpt)

MPT PLACED AN AD REGARDING THE TRANSITION TO DIGITAL IN THE AUGUST 22, 2008 ISSUE OF THE BALTIMORE TIMES WHICH HAS A WEEKLY READERSHIP OF 60,000.

MPT PLACED AN AD REGARDING THE TRANSITION TO DIGITAL IN THE JULY/AUGUST 2008 ISSUE OF THE MARYLAND LIFE MAGAZINE, A BI-MONTHLY PUBLICATION WITH A READERSHIP OF 140,000.

MPT PLACED A FULL PAGE AD ABOUT THE TRANSITION TO DIGITAL IN THE JULY 2008 ISSUE OF THE URBANITE MAGAZINE WHICH HAS A MONTHLY READERSHIP OF 160,000 THROUGHOUT BALTIMORE CITY, HOWARD COUNTY AND BALTIMORE COUNTY.

MPT PLACED A ½ PAGE ADVERTISEMENT ABOUT THE DIGITAL TRANSITION IN THE JULY AND SEPTEMBER 2008 ISSUES OF THE BALTIMORE BEACON NEWSPAPER, WITH A MONTHLY READERSHIP OF 165,000.

MPT PLACED A ½ PAGE ADVERTISEMENT ABOUT THE DIGITAL TRANSITION IN THE JULY AND SEPTEMBER 2008 ISSUES OF THE WASHINGTON BEACON NEWSPAPER WITH A MONTHLY READERSHIP OF 240,000.

MPT PLACED A FULL-PAGE AD ABOUT THE DIGITAL TRANSITION IN THE JULY 2008 BALTIMORE EDITION OF THE POWER MAGAZINE WHICH HAS A MONTHLY READERSHIP OF 85,000.

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) 10/07/2008

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

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 93980

Description: WCPB 3RD QUARTER DTV ACTIVITY REPORT
Application Reference Number: 20081007AAX
Successfully filed at Oct 7 2008 10:29AM

Based on the information supplied, no fee is required.

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