

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-20090108ALF	
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: 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 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 4	
Comments: MPT AIRED THE 30 MINUTE PROGRAM TITLED "GET READY FOR DIGITAL TV" ON THE FOLLOWING 4 DATES AND TIMES: 10/5/08 @ 10:30 PM; 10/8/08 @ 11:30 PM; 11/11/08 @ 10:30 PM; AND 12/15/08 @ 9:00 PM	

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>12/1/08 AND 12/29/08 AT 7:30 PM MPT'S PROGRAM DIRECT CONNECTION FEATURED DISCUSSIONS WITH GEORGE BENEMAN, VICE PRESIDENT OF TECHNOLOGY FOR MPT, ABOUT THE CHANGE IN TELEVISION BROADCASTING FROM ANALOG TO DIGITAL AND HOW TO PREPARE FOR THESE CHANGES. EACH SHOW RAN 25 MINUTES 30 SECONDS FOR A TOTAL OF 51 MINUTES.</p> <p>ALSO, MPT PERFORMED 3 SOFT ANALOG SHUT OFFS AND PRIOR TO EACH A PROMO RAN EXPLAINING TO THE VIEWERS WHAT THEY WOULD EXPERIENCE IF THEY HAD AN ANALOG TV AND HAD NOT YET MADE ANY CHANGES TO PREPARE FOR AN ALL DIGITAL BROADCAST. THESE PROMOS VARIED IN LENGTH FROM 1 MINUTE TO 2 MINUTES FOR A TOTAL OF 5 MINUTES OF AIR TIME.</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>ON DECEMBER 15, 2008 THERE WAS AN ENTRY ON MPT'S BLOG "THE BUZZ" BY GEORGE BENEMAN, VICE PRESIDENT OF TECHNOLOGY, CALLED "GET READY FOR DIGITAL TV". THIS BLOG ENTRY ADDRESSED THE FACT THAT BROADCASTING IN DIGITAL WILL FREE UP SPACE ON THE BROADCAST SPECTRUM TO BE UTILIZED BY PUBLIC AND SAFETY SERVICES. IT ALSO INCLUDED A YOUTUBE VIDEO CALLED "GET READY FOR DIGITAL TV PBS" WHICH WAS A HOW-TO GUIDE PREPARED BY WGBH IN BOSTON. THE YOUTUBE SEGMENT WAS 26:08 MINUTES IN LENGTH.</p> <p>MPT'S FACEBOOK PAGE CONTAINS AN ARTICLE ABOUT DTV CONVERSION WHICH HAS A LINK TO THE YOUTUBE HOW-TO VIDEO GUIDE ABOUT DTV.</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 checked="" type="checkbox"/> Community Events Comments: ON OCTOBER 4, 2008 BERT RANKIN, DIRECTOR OF DEVELOPMENT AND AUDIENCE SERVICES, SPOKE TO ATTENDEES OF THE HOWARD COUNTY CONSERVANCY FALL FESTIVAL AND ANSWERED QUESTIONS REGARDING THE CHANGE TO AN ALL DIGITAL BROADCAST.	
<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. TO DATE 87 VIEWERS HAVE SIGNED UP TO RECEIVE THIS INFORMATION.

MPT'S VIEWER SERVICES CONTINUES TO RESPOND TO CALLS AND EMAILS RECEIVED VIA THE DTV HOTLINE AND DTV EMAIL ACCOUNT DTV@MPT.ORG.

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.

OCTOBER 2008 GUIDE CONTAINED A 1/8 PAGE AD FOR THE 30 MINUTE DIGITAL TRANSITION SHOW "GET READY FOR DIGITAL TV".

NOVEMBER 2008 GUIDE CONTAINED A ½ PAGE AD ON BACK COVER FOR THE 30 MINUTE DIGITAL TRANSITION SHOW "GET READY FOR DIGITAL TV", THE DTV DEADLINE DATE AND INFORMATION ABOUT MPT'S WEB PAGE MPT.ORG/DTV WHERE ADDITIONAL INFORMATION IS AVAILABLE.

DECEMBER 2008 GUIDE CONTAINED A ½ PAGE AD FOR THE 30 MINUTE DIGITAL TRANSITION SHOW "GET READY FOR DIGITAL TV", THE DTV DEADLINE DATE AND INFORMATION ABOUT MPT'S WEB PAGE MPT.ORG/DTV WHERE ADDITIONAL INFORMATION IS AVAILABLE.

MPT'S WEEKLY E-NEWSLETTER, PRIMETIME SPOTLIGHTS, 11 ISSUES CONTAINED A SMALL SIDE-LINE AD ABOUT THE CHANGE OVER TO ALL DIGITAL BROADCAST ON FEBRUARY 17, 2009 AND A LINK TO MPT'S WEB PAGE MPT.ORG/DTV. 3 ISSUES CONTAINED A LARGE ARTICLE ABOUT MPT CHANNELS 28 AND 36 CONVERTING TO ALL DIGITAL BROADCAST AND CEASING ANALOG BROADCAST PRIOR TO THE FEBRUARY 17, 2009 DEADLINE.

THE FOLLOWING MPT MONTHLY E-NEWSLETTERS EACH CONTAINED A SMALL SIDE-LINE AD ABOUT THE CHANGE OVER TO ALL DIGITAL BROADCAST ON FEBRUARY 17, 2009 AND A LINK TO MPT'S WEB PAGE MPT.ORG/DTV.

MPT TRAVEL NEWS: 3 ISSUES

MPT SEWING & CRAFT NEWS: 3 ISSUES

MPT NATURE & SCIENCE NEWS: 3 ISSUES

MPT KIDS & FAMILY CONNECTION: 2 ISSUES

1 ADDITIONAL EMAIL ANNOUNCEMENT WAS SENT REGARDING THE CONVERSION TO ALL DIGITAL TRANSMITTERS FOR MPT CHANNELS 28 AND 36; THAT AN ALL DIGITAL BROADCAST WOULD BEGIN FOR THESE 2 SPECIFIC STATIONS PRIOR TO THE FEBRUARY 17, 2009 DATE; ANNOUNCEMENT EXPLAINED WHAT THAT MEANS TO VIEWERS IN THESE AREAS AND CONTAINED A LINK TO MPT'S WEB PAGE MPT.ORG/DTV AND TO MPT'S DTV EMAIL ACCOUNT DTV@MPT.ORG.

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) 01/08/2009

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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. 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 4TH QUARTER DTV ACTIVITY REPORT
Application Reference Number: 20090108ALF
Successfully filed at Jan 8 2009 4:43PM

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