Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		CC USE	E ONLY		
FCC 388 DTV Quarterly Activity Station Report  FOR COMMISSION USE ONLY FILE NO20090409AAV							
Licensee BRAZOS VALLEY PUBLIC BROADCASTING FOUNDATION							
Call Sign KWBU-TV		Facility Id 6673		Previous Call Sign (if applicable)			
Community of License							
City	State	County	Zip	Code			
WACO	TX	MCLENNAN	767	98 -			
Nielsen DMA WACO-TEMPLE-BRYAN		World Wide Web Home Page Address WWW.KWBU.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2014			
Channel Numbers: (Check the C	Channel No	umber(s) to which this form ap	plies.)				
Analog 34							
□ Digital							
Report reflects information for q	marter end	ing: 03/31/2009					
Have you opted to comply with			, this c	hoice	may not change)?		
Option One (A and D) O							
Over the past quarter, have you f					⊙ <sub>Yes</sub> O <sub>No</sub>		
Simulcasting:							
Are you simulcasting on your A	nalog chan	nel and your primary Digital st	tream?		C Yes € No		
Application Purpose:							
OTV Education Report							
C Amendment		File		File I	Number -		
If an amendment, include a com	ment expla	aining the reason and the portic	ns of t	he ner	ading application that are being		
revised.		mining the reason and the portro	113 01 6		ding approacion that are some		
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 gired a sufficient amount of consumer education (60, 120, or 180 seconds per day.							
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?  • Yes $\bigcirc$ 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., prio to June 12, 2009.							
Total number of 30 Minute Informational Programs 4							
Comments: KWBU AIRED 2 DIFFERENT 30 MINUTE PROGRAMS DURING THE 1ST CALENDAR QUARTER OF 2009. THE FIRST, ENTITLED "RECEIVING DTV" WAS AIRED 1 TIME AND "GET READY FOR DIGITAL TV" WAS AIRED 3							

TIMES FOR A TOTAL OF 4 TIMES BETWEEN 1/1/09 AND 3/31/09.

ADDITIONALLY, KWBU AIRED TWO 30-MINUTE PROGRAMS ON OUR COLLEGE CHANNEL DURING THE 1ST CALENDAR QUARTER. "ABC'S OF HDTV" WAS AIRED A TOTAL OF 3 TIMES AND "GET READY FOR DIGITAL TV" WAS AIRED 3 TIMES FOR A TOTAL OF 6 TIMES BETWEEN 1/1/09 AND 3/31/09.

## 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.	C Yes ⊙ No
Comments:	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	⊙ Yes C 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.	⊙ Yes O No

#### Comments:

THE DTV CONVERSION WAS PROMINENTLY FEATURED AS THE MAIN ITEM ON THE KWBU HOMEPAGE DURING JANUARY & FEBRUARY 2009. THIS ARTICLE DISPLAYED INFORMATION ABOUT THE DIGITAL TRANSITION AND AN INFORMATION LINK TO KWBU'S DTV PAGE WITH THE HEADING "DIGITAL TRANSITION." THE DTV LINK TO THE DTV PAGE IS DISPLAYED ON THE MAIN MENU BAR FOR THE WEBSITE. THAT DIGITAL TRANSITION PAGE INCLUDES THE FOLLOWING INFORMATION:

DO YOU HAVE A TELEVISION SET IN YOUR HOME THAT WORKS WITH THE HELP OF "RABBIT EARS" OR A ROOFTOP ANTENNA? IF SO, YOU NEED TO PREPARE FOR AN IMPORTANT CHANGE IN BROADCASTING COMING FEBRUARY 17, 2009.

TELEVISION BROADCASTING IS MOVING FROM AN OLD STANDARD - KNOWN AS "ANALOG" - TO A NEW STANDARD, CALLED "DIGITAL." AFTER FEBRUARY 17, 2009, ALL TELEVISION BROADCASTS WILL BE DIGITAL. AFTER FEBRUARY 17, 2009, ALL ANALOG TELEVISIONS GETTING PROGRAMMING "OVER THE AIR" THROUGH AN ANTENNA WILL NEED TO BE PLUGGED INTO A SPECIAL TELEVISION CONVERTER TO RECEIVE DIGITAL BROADCASTS.

CLICK THE LINKS BELOW FOR ANSWERS TO YOUR QUESTIONS ABOUT THE DIGITAL TV TRANSITION: WHO WILL THE CHANGE AFFECT? | WHY IS THE CHANGE TAKING PLACE? | WHAT ARE MY OPTIONS? COUPONS FOR CONVERTERS | WHAT IS THE LAW BEHIND THE CHANGES? | HOW CAN I GET MORE INFORMATION?

WHO WILL THE CHANGE AFFECT? IF YOU HAVE A TELEVISION SET IN YOUR HOME THAT WORKS WITH THE HELP OF "RABBIT EARS" OR A ROOFTOP ANTENNA YOU WILL BE EFFECTED BY THE DIGITAL CONVERSION. AFTER FEBRUARY 17, 2009, ALL TELEVISION BROADCASTS WILL BE DIGITAL. AFTER THEN, ALL ANALOG TELEVISIONS GETTING PROGRAMMING "OVER THE AIR" THROUGH AN ANTENNA WILL NEED TO BE PLUGGED INTO A SPECIAL TELEVISION CONVERTER TO RECEIVE DIGITAL BROADCASTS.

A "DIGITAL-TO-ANALOG" CONVERTER IS A DEVICE THAT EASILY PLUGS INTO YOUR TELEVISION SET. PLUGGING A CONVERTER INTO YOUR EXISTING TELEVISION WILL ALLOW YOU TO CONTINUE TO GET YOUR PROGRAMS AFTER FEBRUARY 17, 2009. THE CONVERTER OPTION IS NOT FOR EVERYONE.

MOST PEOPLE HAVE TELEVISION SETS CONNECTED TO CABLE, SATELLITE, OR OTHER PAY TELEVISION SERVICE. CONVERTERS WILL NOT BE NEEDED FOR THESE SETS. IF YOU HAVE A TELEVISION WITH A DIGITAL TUNER, THEN YOU WILL NOT NEED A CONVERTER. IF YOU HAVEN'T PURCHASED A TELEVISION IN THE LAST FIVE YEARS, IT PROBABLY DOES NOT INCLUDE A DIGITAL TUNER. AN OLDER SET NOT CONNECTED TO CABLE OR SATELLITE SERVICE IS A GOOD CANDIDATE FOR A CONVERTER.

## READ MORE

WHY THE CHANGE? DTV IS A MORE FLEXIBLE AND EFFICIENT TECHNOLOGY THAN THE CURRENT ANALOG SYSTEM. THE SWITCH TO DIGITAL BROADCASTING WILL ENABLE TELEVISION STATIONS TO OFFER DRAMATICALLY CLEARER PICTURES, BETTER SOUND QUALITY AND MORE PROGRAMMING CHOICES. SINCE DIGITAL TELEVISION IS MORE EFFICIENT THAN ANALOG TELEVISION, THE ANALOG TURN-OFF WILL ALSO FREE UP PARTS OF THE AIRWAVES TO PROVIDE WIRELESS SPECTRUM FOR FUTURE INNOVATIVE SERVICES BY ENTREPRENEURS AND IT WILL PROVIDE ADDITIONAL AIRWAVES TO FIREFIGHTERS AND POLICE SO THEY CAN BETTER COMMUNICATE DURING EMERGENCIES.

DIGITAL TELEVISION ALLOWS TV STATIONS TO OFFER A NUMBER OF NEW AND BETTER SERVICES. IN ADDITION TO PROVIDING DRAMATICALLY BETTER PICTURES AND SOUND QUALITY, DTV ALSO ENABLES TV STATIONS TO PROVIDE SEVERAL CHANNELS OF TELEVISION PROGRAMMING AT ONCE. THIS IS KNOWN AS "MULTICASTING." DTV CAN ALSO BE USED TO PROVIDE DATA SERVICES (SUCH AS SIGNIFICANTLY ENHANCED CLOSED CAPTIONING) THAT ARE NOT POSSIBLE WITH ANALOG TECHNOLOGY.

**READ MORE** 

WHAT ARE MY OPTIONS?

- 1. KEEP YOUR TV AND BUY A CONVERTER. IN 2008, A GOVERNMENT COUPON WILL BE AVAILABLE TO REDUCE THE PRICE OF CERTAIN CONVERTERS BY \$40. ABOUT CONVERTER BOXES
- 2. BUY A DIGITAL TELEVISION. CHECK WITH YOUR RETAILER IF YOU ARE BUYING A NEW TELEVISION TO MAKE SURE THAT IT HAS A BUILT-IN DIGITAL TUNER.
- 3. HOOK UP YOUR TELEVISION TO CABLE, SATELLITE, OR OTHER PAY TELEVISION SERVICE.
- 4. BUY A CONVERTER WITH ENHANCED FEATURES, SUCH AS ONE WITH A DVD RECORDER. CONVERTERS WITH ENHANCED FEATURES ARE NOT ELIGIBLE FOR THE COUPON PROGRAM.

WHATEVER YOU DECIDE, YOU HAVE UNTIL FEBRUARY 17, 2009, TO PREPARE FOR THE DIGITAL TRANSITION. AFTER THAT DATE, YOU WILL NO LONGER BE ABLE TO VIEW YOUR OVER-THE-AIR BROADCASTS ON YOUR ANALOG TV.

READ MORE

SAVING MONEY ON COVERTERS STARTING JANUARY 1, 2008, EACH HOUSEHOLD IN AMERICA CAN REQUEST UP TO TWO COUPONS FROM THE GOVERNMENT TO USE TOWARD THE PURCHASE OF CERTAIN CONVERTERS. EACH COUPON IS WORTH \$40. COUPONS WILL EXPIRE 90 DAYS AFTER THEY ARE ISSUED. THE GOVERNMENT AGENCY RESPONSIBLE FOR THIS PROGRAM, THE NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION, WILL ISSUE PERIODIC UPDATES ON THE COUPON PROGRAM. PLEASE CHECK BACK AT THE BEGINNING OF 2008 TO REQUEST YOUR COUPONS. REQUESTS CANNOT BE TAKEN UNTIL JANUARY 2008. CALL 1-888-DTV-2009 OR 1-888-388-2009 OR VISIT WWW.DTV.GOV LATER IN THE YEAR TO FIND OUT HOW TO APPLY FOR YOUR COUPONS.

WHAT'S THE LAW BEHIND THE CHANGE? THE DEFICIT REDUCTION ACT OF 2005 (PUBLIC LAW 109-171) WAS ENACTED ON FEBRUARY 8, 2006. TITLE III OF THE ACT SETS THE DIGITAL TELEVISION TRANSITION AT FEBRUARY 17, 2009 AND ALLOCATES UP TO\$1.5 BILLION FOR A DIGITAL-TO-ANALOG CONVERTER BOX PROGRAM TO BE ADMINISTERED BY THE NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION, U.S. DEPARTMENT OF COMMERCE.

HOW CAN I GET MORE INFORMATION? 888-DTV-2009 (888-388-2009)

FOR THE HEARING IMPAIRED AND OTHER USERS OF TEXT TELEPHONES: TEXT TELEPHONES (TTY) ONLY: 1-877-530-2634 (ENGLISH)
TEXT TELEPHONES (TTY) ONLY: 1-866-495-1161 (SPANISH)

LINKS:

WWW.DTV.GOV

WWW.DTVANSWERS.COM

PBS AND DIGITAL TV	
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.	
☐ Speaking Engagements	
Comments:	
Community Events	
Comments:	
Other (describe)	
Comments: ON SATURDAY, JANUARY 31, 2009, KWBU HELD OUTREACH EVENTS AT AREA SHIPLE LOCATIONS. EACH OF THE FOLLOWING 4 WACO AREA LOCATIONS WERE MANNED B FROM 7:00 A.M 10:00 A.M. FLYERS WERE GIVEN OUT AND THE STAFF WERE AVAILA QUESTIONS. THE CHINA SPRING, TX LOCATION WAS MANNED BY CLARE PAUL AND THE ROBINSON, TX LOCATION WAS MANNED BY GLENDA MOSS AND TONY POOLE, TX LOCATION WAS MANNED BY JOANI LIVINGSTON, AND THE WACO, TX LOCATION ROXIE COLLIER AND HAL PLEDGER.	BY KWBU STAFF ABLE TO ANSWER CARLA HERVEY; FHE MCGREGOR,
This comment box may be used to include other comments or information about your station's the last quarter.	DTV activity over
Comments: EFFECTIVE ON 4/5/08, KWBU'S DTV INFO LINE WAS ACTIVATED - 254-710-HDTV. THIS I PLACE WHERE CONSUMERS CAN CALL IN AND LEAVE A MESSAGE AND THE CALL W WITHIN THE NEXT BUSINESS DAY BY A STAFF MEMBER, WHO ANSWERS QUESTIONS TRANSITION. WE HAVE ALSO SET UP AN EMAIL ADDRESS: DTVINFO@KWBU.ORG TO QUESTIONS ABOUT THE CONVERSION. DURING THE 1ST CALENDAR QUARTER OF 200 KWBU RECEIVED 1 EMAIL AND 32 TELEPHONE CALLS.	TILL BE RETURNED REGARDING THE ANSWER
THE KWBU PROGRAM GUIDE HAS CONTAINED A BRIEF "DIGITAL TELEVISION TRANS EACH MONTHLY ISSUE OF THE CALENDAR QUARTER (JANUARY/FEBRUARY/MARCH ARTICLE DIRECTS VIEWERS WITH QUESTIONS TO VISIT KWBU'S WEB SITE, WWW.KW DTVINFO@KWBU.ORG OR CALL 254-710-HDTV FOR MORE INFORMATION. THE PROGR MONTHLY CIRCULATION OF APPROXIMATELY 2,500.	2009). THIS /BU.ORG, EMAIL
DTV TRANSITION SPOTS HAVE BEEN RUNNING ON KWBU-FM SINCE APRIL 18, 2008. A SPOTS WERE AIRED IN JANUARY 2009 & 33 SPOTS WERE AIRED IN FEBRUARY 2009 BY	

BEGINNING IN APRIL 2008, A DTV TRANSITION INFORMATIONAL INSERT HAS BEEN INCLUDED IN EACH MEMBERSHIP RENEWAL MAILING AVERAGING 450 - 600 PER MONTH:

# FRONT OF INSERT:

A NEW WAY TO GET TV:

WHAT YOU NEED TO KNOW ABOUT THE TRANSITION TO DIGITAL TELEVISION CURRENT BROADCAST TELEVISION WILL BE CHANGING THROUGHOUT THE NATION TO A NEW FORMAT CALLED DIGITAL TELEVISION (DTV). DTV WILL PROVIDE CONSUMERS WITH BETTER PICTURES, BETTER SOUND AND MORE PROGRAMMING CHOICES.

HOW DOES THE DTV TRANSITION AFFECT ME?

IF YOU RECEIVE TV SIGNALS THROUGH AN ANTENNA (FOR EXAMPLE, USING A ROOFTOP ANTENNA OR "RABBIT EARS") AND YOU CURRENTLY DO NOT SUBSCRIBE TO CABLE OR SATELLITE, THE TVS IN YOUR HOME WILL BE AFFECTED. YOU WILL NEED TO TAKE ACTION TO CONTINUE RECEIVING TV

SERVICE. YOU HAVE THREE OPTIONS:

- 1) PURCHASE A CONVERTER BOX FOR EACH TELEVISION IN YOUR HOME THAT RECEIVES TV SIGNALS THROUGH AN ANTENNA. CONVERTER BOXES ARE AVAILABLE LOCALLY AT WAL-MART, RADIO SHACK, HEB, SEARS OR BEST BUY;
- 2) PURCHASE A NEW TELEVISION SET WITH A BUILT-IN DIGITAL TUNER; OR
- 3) SUBSCRIBE TO CABLE OR SATELLITE THAT CARRIES THE CHANNELS YOU WANT TO WATCH.

FOR ADDITIONAL INFORMATION PLEASE CONTACT US AT (254) 710-HDTV OR DTVINFO@KWBU.ORG

### BACK OF INSERT:

DTV UPDATE:

KWBU, PUBLIC BROADCASTING FOR CENTRAL TEXAS, LICENSED TO WACO, WILL CEASE ANALOG SIGNAL TRANSMISSION ON FEBRUARY 17, 2009. IN THE EVENT THAT THE DTV TRANSITION DEADLINE IS EXTENDED, KWBU WILL CEASE ANALOG SIGNAL TRANSMISSION ON FEBRUARY 20, 2009. YOU CAN CONTINUE TO RECEIVE KWBU VIA CABLE, SATELLITE OR OVER-THE-AIR THROUGH A DIGITAL CONVERTER BOX. CONVERTER BOXES ARE AVAILABLE LOCALLY AT WAL-MART, RADIO SHACK, HEB, SEARS OR BEST BUY.

IF YOU WOULD LIKE TO REGISTER COMMENTS OR REQUEST MORE INFORMATION ABOUT KWBU'S ANALOG SHUT-OFF, PLEASE CHOOSE ONE OF THE FOLLOWING:

- ? EMAIL: DTVINFO@KWBU.ORG
- ? PHONE: 254-710-HDTV (4388)
- ? MAIL: ONE BEAR PLACE #97296, WACO, TX 76798-7296
- ? OFFICE: 2100 RIVER STREET

KWBU VALUES YOUR SUPPORT. WE ARE HERE TO HELP YOU DURING THIS TRANSITION, SO PLEASE FEEL FREE TO CONTACT US WITH ANY QUESTIONS YOU MAY HAVE ABOUT DTV. SUPPORT HIGHER STANDARDS... SUPPORT KWBU!

IN JANUARY 2009, KWBU CONTACTED THE LOCAL 211 OFFICE TO SEE IF WE COULD PROVIDE THEM WITH DTV INFORMATION. 211 IS AN INFORMATION LINE TO CALL TO FIND OUT WHERE TO GO FOR HELP WITH SPECIFIC PROBLEMS/ISSUES. THE 211 OPERATOR GIVES THE CALLER INFORMATION AND/OR CONTACT INFORMATION TO FIND MORE HELP. THE LOCAL 211 DIRECTOR, PAUL ELLIS, WAS VERY HAPPY AND STATED THAT THEY HAD BEEN SEARCHING FOR A DTV INFORMATION CENTER THEY COULD DIRECT INQUIRIES TO. KWBU PROVIDED A "CALL SCRIPT" FOR THE 211 OPERATORS TO USE WITH BASIC INFORMATION ABOUT THE TRANSITION AND CONTACT INFORMATION THEY COULD GIVE OUT TO ANYONE WHO NEEDED MORE INFORMATION.

PRIOR TO 2/10/09, PBS WAS SENDING OUT AN ANALOG STREAM AND A DIFFERENT HD STREAM TO MEMBER STATIONS. DURING THIS PERIOD, KWBU AIRED THE ANALOG STREAM ON OUR CHANNEL 34 AND THE HD STREAM ON OUR DIGITAL CHANNEL 20. ON 2/10/09, PBS ELIMINATED THE ANALOG STREAM AND BEGAN FEEDING ONLY THE HD STREAM. WHEN THIS CHANGE TOOK PLACE (AND WE WERE NO LONGER RECEIVING THE ANALOG FEED FROM PBS) THE PROGRAMMING ON TV CHANNEL 34 WAS MERGED WITH THE HD CHANNEL 20 AND ONE CHANNEL WAS ELIMINATED. KWBU ALSO AIRS A DOWNCONVERTED VERSION OF THE HD PROGRAMMING ON CABLE CHANNEL 4.

ON 1/21/09, KWBU FILED A NOTIFICATION OF SUSPENSION OF OPERATIONS, NOTIFYING THE COMMISSION THAT ANALOG TRANSMISSION WOULD CEASE ON 2/20/09 IN THE EVENT THE DEADLINE (WHICH WAS THEN CURRENTLY SCHEDULED FOR FEBRUARY 17, 2009) SHOULD BE EXTENDED. THE TERMINATION OF ANALOG TRANSMISSIONS WAS NECESSARY DUE TO THE AGE OF THE TRANSMITTER, LACK OF MANUFACTURER SUPPORT, INABILITY TO OBTAIN REPLACEMENT PARTS AND GENERALLY POOR CONDITION OF THE EQUIPMENT. KWBU IMMEDIATELY BEGAN BROADCASTING VIEWER NOTIFICATIONS OF ITS PLANNED TERMINATION OF ANALOG SERVICE. ON 2/6/09, KWBU'S ANALOG TRANSMITTER EXPERIENCED A CATASTROPHIC FAILURE WHICH WE WERE UNABLE TO REPAIR. ON THAT DATE, KWBU FILED A NOTIFICATION OF TERMINATION OF ANALOG SERVICE BY FEBRUARY 17, 2009 AND A DTV TRANSITION STATUS REPORT NOTIFYING THE COMMISSION OF THE CESSATION OF ANALOG TRANSMISSION AS OF 2/6/09.

THE STATION CONTINUED TO BROADCAST DTV CONSUMER EDUCATION INFORMATION ON ITS DIGITAL CHANNEL, FOR WHICH A SEPARATE REPORT HAS BEEN FILED, UNTIL MARCH 14, 2009.

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 ACTING GENERAL MANAGER			
Signature CLARE PAUL	Date (mm/dd/yyyy) 04/08/2009			

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).

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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. 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.