

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. -20080710AOY	
Licensee BLUE RIDGE PUBLIC TELEVISION, INC.					
Call Sign WBRA-TV		Facility Id 5981		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
ROANOKE		VA	N/A		24015 -
Nielsen DMA ROANOKE-LYNCHBURG		World Wide Web Home Page Address WWW.BLUERIDGEPBS.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	15				
<input checked="" type="checkbox"/> Digital	3				
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	
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 32	
Comments: THE PROGRAM "ABC'S OF HDTV" AIRED 21 TIMES ON THE ANALOG AND MAIN STANDARD DEFINITION CHANNEL AND ALSO TWICE ON OUR HD CHANNEL AND ONCE ON ANOTHER DIGITAL CHANNEL. HERE IS	

THE PROGRAM DESCRIPTION:

"AS THE DATE APPROACHES WHEN BROADCASTERS MUST CONVERT TO DIGITAL-ONLY FORMAT, MANY VIEWERS ARE WORRIED THAT THE EQUIPMENT THEY OWN WILL NO LONGER BE OPERATIONAL. OTHERS HAVE MANY QUESTIONS ABOUT PURCHASING THE DIGITAL TELEVISIONS COMING ONTO THE MARKET. IN THIS PROGRAM, WHICH IS GEARED TOWARD OLDER PTV VIEWERS, HOST NICK CLOONEY PROVIDES CLARITY ON SOME FREQUENTLY ASKED QUESTIONS SUCH AS DO I HAVE TO BUY A NEW TELEVISION? WHAT KIND OF EQUIPMENT DO I NEED TO PURCHASE IF I WANT TO KEEP MY OLD TV? WHAT'S THE DIFFERENCE BETWEEN DTV AND HDTV? WHAT KIND OF TV SHOULD I GET? IF I HAVE CABLE, DO I NEED TO GET A NEW TV? HOW CAN I TAKE ADVANTAGE OF THE GOVERNMENT COUPON OFFER? SPOKESPERSONS FROM SOME OF THE MAJOR ELECTRONICS CHAINS OFFER INFORMATION ON SUBJECTS SUCH AS 720P AND 1080I AND THE DIFFERENCE BETWEEN PLASMA AND LCD AND ANSWER OTHER POPULAR QUESTIONS. PBS PRESIDENT PAULA KERGER AND KET PROGRAMMING DIRECTOR CRAIG CORNWELL TALK ABOUT THE NEW POSSIBILITIES PRESENTED BY THE DIGITAL TRANSITION FROM A NATIONAL AND A LOCAL PERSPECTIVE, INCLUDING MULTICASTING."

IN ADDITION, THE PROGRAM "DIGITAL TV: A CRINGELY CRASH COURSE" AIRED EIGHT TIMES ON OUR HD CHANNEL. HERE IS THE PROGRAM DESCRIPTION:

"ROBERT X. CRINGELY AND HIS LOYAL CADRE OF DOLLY PUSHERS, JIMMY JIB HANDLERS, HELICOPTER PILOTS AND POODLE WRANGLERS TAKE AUDIENCES BEHIND THE SCENES OF A REVOLUTION - 20 YEARS IN THE MAKING. DIGITAL TELEVISION IS ABOUT TO CHANGE HOME ENTERTAINMENT AND LIFELONG EDUCATION FOREVER. IN THIS PROGRAM, CRINGELY ONCE AGAIN PLAYS THE FEARLESS GUIDE TO CUTTING-EDGE TECHNOLOGY."

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: IN JANUARY 2008, A WEBPAGE WAS CREATED TO EDUCATE VIEWERS ABOUT THE DTV CONVERSION. THE PAGE INCLUDES: A COUNTDOWN CLOCK TO FEBRUARY 17, 2009; INFORMATION ABOUT DTV AND HOW TO GET A DTV SIGNAL; DESCRIPTIONS OF BLUE RIDGE PBS' DIGITAL PROGRAM SERVICE; AND LINKS TO THE DTV CONVERTER BOX PROGRAM, THE DTV ANSWERS WEBSITE AND MORE. THE BLUE RIDGE PBS DIGITAL INFORMATION PAGE IS ACCESSIBLE BY MULTIPLE LINKS FROM THE BLUE RIDGE PBS HOMEPAGE AND DIRECTLY AT HTTP://WWW.BLUERIDGEPBS.ORG/HTML/DIGITAL/DIGITAL.HTML .	
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:

BLUE RIDGE PBS CREATED AN INTERNAL VOICE MAIL SYSTEM FOR RESPONDING TO DTV QUERIES. WE ALSO DEVELOPED AN INFORMATION SHEET TO MAIL OR EMAIL TO PEOPLE WHO WANT BASIC INFORMATION ABOUT THE TRANSITION.

DURING MAY, 2008 A QUESTION ABOUT DIGITAL CONVERSION FROM THE TECHNOLOGY DIRECTOR OF BOTETOURT CO. SCHOOLS PROMPTED A SERIES OF E-MAILS TO ALL OUR SCHOOL DISTRICTS VIA THE REGIONAL SCHOOLS CONTRACT PLANNING COMMITTEE (42 SCHOOL DISTRICTS), MAILING LISTS WHICH INCLUDED AN ELECTRONIC "ARE YOU READY FOR FEBRUARY 17, 2009?" FLYER. WE WORKED INDIVIDUALLY WITH BOTETOURT AND WITH GALAX VIRGINIA SCHOOL DISTRICTS ON PARTICULAR QUESTIONS THEY HAD, AS FOLLOW-UP. WE ALSO SENT THIS MESSAGE TO ADULT EDUCATION CONTACTS, EARLY CHILDHOOD EDUCATION COMMUNITY, AND SOME (BUT NOT ALL) HIGHER EDUCATION ADDRESSES.

MAY 19, 2008, WE SENT THE "ARE YOU READY FOR FEBRUARY 1, 2009?" FLYER TO THE VIRGINIA HOMESCHOOLING ASSOCIATION. THEIR EMAIL LISTING REACHES SEVERAL THOUSAND HOUSEHOLDS.

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 PRESIDENT AND CEO
Signature JAMES BAUM	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. 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

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Description: WBRA 2ND QUARTER ACTIVITY REPORT
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