

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -20090402AOF	
Licensee ARIZONA BOARD OF REGENTS FOR BENEFIT OF UNIVERSITY OF ARIZ.				
Call Sign KUAS-TV		Facility Id 2722		Previous Call Sign (if applicable)
Community of License				
City	State	County	Zip Code	
TUCSON	AZ	PIMA	85721 - 0067	
Nielsen DMA TUCSON (SIERRA VISTA)		World Wide Web Home Page Address WWW.AZPM.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2014
Channel Numbers: (Check the Channel Number(s) to which this form applies.)				
<input checked="" type="checkbox"/> Analog	27			
<input checked="" type="checkbox"/> Digital	28			
Report reflects information for quarter ending: 03/31/2009				
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 June 12, 2009.	
Total number of 30 Minute Informational Programs 4	
Comments: THREE OF THE 30-MINUTE DTV-RELATED INFORMATIONAL PROGRAMS BROADCAST BY ARIZONA PUBLIC MEDIA DURING THE FIRST QUARTER OF 2009 WERE PRODUCED OUT OF HOUSE AND MODIFIED TO INCLUDE LOCAL MARKET INFORMATION. THE OTHER 30-MINUTE PROGRAM BROADCAST DURING THE PERIOD WAS A SPECIAL EDITION OF ARIZONA PUBLIC MEDIA'S WEEK-NIGHTLY NEWS MAGAZINE	

PROGRAM, ARIZONA ILLUSTRATED, THAT WAS FULLY DEVOTED TO PROVIDING CONSUMER INFORMATION ABOUT THE DIGITAL TRANSITION.

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: ARIZONA PUBLIC MEDIA'S TELEVISION WEBSITE PROVIDES CONSUMER INFORMATION ABOUT THE DIGITAL TRANSITION, INCLUDING EXPLANATORY INFORMATION ABOUT THE TRANSITION, A "FREQUENTLY ASKED QUESTIONS" SECTION, AND INFORMATION ABOUT OBTAINING DIGITAL CONVERTER BOXES AND COUPONS.	
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 checked="" type="checkbox"/> Speaking Engagements	
Comments: ON JANUARY 23, 2009, ARIZONA PUBLIC MEDIA STAFF GAVE A PRESENTATION ABOUT THE DTV TRANSITION AND DEMONSTRATED HOW TO SET UP DIGITAL TELEVISIONS, CONVERTER BOXES AND ANTENNAE FOR MEMBERS OF THE GREEN VALLEY, ARIZONA CHAPTER OF THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN.	
<input checked="" type="checkbox"/> Community Events	
Comments: ARIZONA PUBLIC MEDIA HOSTED A PUBLIC VIEWING OF THE PRESIDENTIAL INAUGURATION ON JANUARY 20, 2009, WITH PROJECTED HD-TV AT CENTENNIAL HALL ON THE CAMPUS OF THE UNIVERSITY OF ARIZONA. PRIOR TO THREE AND ON-HALF HOURS OF COVERAGE OF THE INAUGURATION AND RELATED EVENTS, KUAT STAFF SHOWED A VIDEO EXPLAINING THE DTV TRANSITION, AND PROVIDING INFORMATION ABOUT RECEIVING DIGITAL SIGNALS AND INSTALLING CONVERTER BOXES, ETC. MORE THAN 2,000 PEOPLE ATTENDED THE EVENT. ON FEBRUARY 5, 2009, ARIZONA PUBLIC MEDIA HOSTED IN GREEN VALLEY, ARIZONA A PUBLIC PREVIEW OF ITS NEW TELEVISION PROGRAM, ARTE, WHICH PROFILES THE ARTS AND ARTISTS OF SOUTHERN ARIZONA. AS PART OF THE PRESENTATION, REPRESENTATIVES FROM ARIZONA PUBLIC MEDIA DISCUSSED THE DIGITAL TRANSITION AND PROVIDED ATTENDEES WITH PRINTED DTV TRANSITION CONSUMER EDUCATION MATERIALS IN BOTH ENGLISH AND SPANISH. ON SATURDAY AND SUNDAY, MARCH 14 AND 15, 2009, ARIZONA PUBLIC MEDIA STAFF MEMBERS STAFFED A BOOTH AT THE ANNUAL FESTIVAL OF BOOKS IN TUCSON, ARIZONA. VISITORS WERE PROVIDED ORAL AND PRINTED INFORMATION ABOUT THE DTV TRANSITION AND COUPON PROGRAM, VIEWED DEMONSTRATIONS OF DIGITAL TELEVISION AND WERE SHOWN HOW TO SET UP DIGITAL CONVERTER BOXES. VISITORS WERE ALSO ABLE TO ENTER A DRAWING TO WIN ONE OF TEN DIGITAL CONVERTER BOXES TO BE GIVEN AWAY BY ARIZONA PUBLIC MEDIA (180 PEOPLE PARTICIPATED). MORE THAN 50,000 PEOPLE ATTENDED THE FESTIVAL OF BOOKS DURING ITS TWO DAY RUN.	

Other (describe)

Comments:
 DURING A MARCH 4, 2009 VISIT TO THE VETERANS AFFAIRS OFFICE IN SELLS, ARIZONA (WITHIN THE TOHONO O'ODHAM NATIVE AMERICAN NATION) TO CONDUCT INTERVIEWS FOR AN UPCOMING TELEVISION PROGRAM, REPRESENTATIVES FROM ARIZONA PUBLIC MEDIA LEFT PRINTED DTV TRANSITION CONSUMER EDUCATION MATERIALS IN BOTH ENGLISH AND SPANISH TO BE DISTRIBUTED TO VISITORS.

ON MARCH 6, 2009, ARIZONA PUBLIC MEDIA MAILED A POSTCARD TO 28,000 HOMES IN THE TUCSON MARKET NOTING THE NEW DIGITAL TRANSITION DATE OF JUNE 12, 2009 AND PROVIDING A WEBSITE AND TELEPHONE NUMBER FOR MORE INFORMATION ABOUT THE DIGITAL TRANSITION, AND ABOUT HOW TO OBTAIN AND SET UP DIGITAL CONVERTER BOXES, AND HOW TO OBTAIN DISCOUNT COUPONS.

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 RADIO & TELEVISION STATION MANAGER
Signature JOHN KELLEY	Date (mm/dd/yyyy) 04/02/2009

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.