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April 28, 2011

ATTN: GENERAL MANAGER  
NORTHERN CALIFORNIA PUBLIC BROADCASTING, INC.  
2601 MARIPOSA STREET  
SAN FRANCISCO, CA 94110

Re: HDTV Local-into Local Service  
KQED - SAN FRANCISCO - OAKLAND - SAN JOSE DMA

Dear General Manager:

By this letter DISH Network L.L.C. ("DISH Network") provides notice of its intent to commence local-into-local service for ATSC digital signals that are broadcast in ATSC high-definition ("HDTV") format pursuant to 47 U.S.C. §338 and the amended rules of 47 C.F.R. §76.66, in the SAN FRANCISCO - OAKLAND - SAN JOSE DMA on or before February 17, 2012.

The location of DISH Network's local receive facility for the collection of HDTV signals in the SAN FRANCISCO - OAKLAND - SAN JOSE DMA is:

SPRINT  
114 BRUSH STREET  
OAKLAND, CA 94607

This letter shall also provide notice that your station is entitled to carriage of its HDTV signal as of February 17, 2012, provided that your station elects either mandatory carriage or to negotiate a grant of retransmission consent for its HDTV signal pursuant to applicable federal laws, rules and regulations. Your station must make an election no later than thirty days from the date of receipt of this letter for its signal that originates as an HDTV signal. Failure to make such election will result in the loss of the right to demand carriage for your station's HDTV signal for the remainder of the current three-year carriage cycle.

Please feel free to contact me at [erin.rider@dishnetwork.com](mailto:erin.rider@dishnetwork.com) should you have any questions. If you have engineering or signal delivery questions, please contact Kip Wilcoxson at [kip.wilcoxson@echostar.com](mailto:kip.wilcoxson@echostar.com) or (307) 633-5483.

Sincerely,

A handwritten signature in black ink, appearing to read "Erin E. Rider".

Erin E. Rider  
General Manager  
Programming Operations



1. Your HDTV Channel should be delivered immediately (and no later than January 1, 2012) to DISH Network's Local Receive Facility to prepare for retransmission. DISH Network requires a good quality signal to commence carriage on February 17, 2012.
2. No later than January 1, 2012, please provide Kip Wilcoxson ([kip.wilcoxson@echostar.com](mailto:kip.wilcoxson@echostar.com)) with the OTA broadcast channel (channel number or frequency), transmitter physical location, broadcast ERP, as well as the audio and video PID assignments for the qualified HDTV Channel for which you will seek carriage. You must also provide a description of the content of the HDTV Channel as well as the format information (e.g., 1080i or 720p).
3. All HDTV Channels shall be subject to the federal requirements that prohibit substantial duplication of programming.
4. All HDTV Channels must comply with any and all federal, local and state EAS requirements and other requirements as set forth under relevant laws, rules and regulations.
5. All HDTV Channels must also comply with closed-captioning requirements, and closed captioning information shall be delivered to DISH Network in native 708 format.
6. Definitions:
  - a. A Programming Feed is the video and audio transmitted simultaneously as a single "channel" of programming.
  - b. The "HDTV Channel" shall mean the single Programming Feed contained in a Station's ATSC digital signal, broadcast with content on a 24X7 basis in ATSC high-definition ("HDTV") format and is designated by the Station as its "primary channel" consistent with FCC requirements. Each broadcaster is permitted only one HDTV Channel.