

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -	
Licensee SCRIPPS HOWARD BROADCASTING COMPANY					
Call Sign KSHB-TV		Facility Id 59444		Previous Call Sign (if applicable) <input type="text"/>	
Community of License					
City		State	County		Zip Code
KANSAS CITY		MO	JACKSON		64112 - 2236
Nielsen DMA Kansas City		World Wide Web Home Page Address WWW.KSHB.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> checkbox checked	41				
Analog					
<input checked="" type="checkbox"/> checkbox checked	42				
Digital					
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 checked="" type="checkbox"/> radio button not selected		Option One (A and D)		<input checked="" type="checkbox"/> radio button selected	
				Option Two (B and D)	
<input checked="" type="checkbox"/> radio button not selected		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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<input checked="" type="checkbox"/> radio button selected		DTV Education Report			
<input checked="" type="checkbox"/> radio button not selected		Amendment			File Number -
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>					

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16

transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	281
Total 5:00 a.m. to 1:00 a.m. CSTs	273
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	18
Total 6:00 a.m. to 9:00 a.m. CSTs	43
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	
Total 6:00 p.m. to 11:35 p.m. CSTs	
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	71
Total 5:00 p.m. to 10:35 p.m. CSTs	91
Comments:	
ADDITIONALLY FROM 1:01AM TO 4:59AM KSHB RAN 324 DTV PUBLIC SERVICE ANNOUNCEMENTS.	

**30 Minute Educational Programs - Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? 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	0
Comments:	

**100-Day Countdown Eligible Pieces - Last Quarter**

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

<input type="text" value="0"/>	<i>Graphic Displays</i>
<input type="text" value="0"/>	<i>Animated Graphics</i>
<input type="text" value="0"/>	<i>Graphic and Audio Displays</i>
<input type="text" value="0"/>	<i>Longer Form Reminders</i>

Comments:

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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
Comments: <div style="border: 1px solid black; padding: 2px;">                     NBC ACTION NEWS AT 6:00PM                      04/11/08 "CONFUSION OVER THE SWITCH"                      04/14/08 "CABLE COMPANIES COULDS REQUIRE YOU TO PAY A MONTHLY FEE TO RENT A CONVERTER BOX"                      04/21/08 "SENATOR CLAIRE MCCASKILL IN KC"                 </div>	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: <div style="border: 1px solid black; padding: 2px;">                     ON THE MAIN PAGE OF THE WEBSITE UNDER LINKS THERE IS A TAB FOR DTV WHICH LINKS THE USER TO THE DTV WEBSITE WITH ALL RELATED INFORMATION ABOUT THE SWITCH.                 </div>	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: <div style="border: 1px solid black; height: 40px;"></div>
<input checked="" type="checkbox"/> Other (describe) Comments: <div style="border: 1px solid black; padding: 2px;">                     06/23/08 KSHB RAN A CRAWL ON-AIR FROM                      4:00PM TO 6:30PM ADVERTISING A PHONE NUMBER                      FOR VIEWERS TO CALL DURING THAT TIME PERIOD                      WHERE LOCAL ELECTRONIC PROFESSIONALS WOULD                      ANSWER ANY QUESTIONS THEY HAD ON THE DTV                 </div>
<p><b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b></p> Comments: <div style="border: 1px solid black; height: 40px;"></div>

<b>Station Certification</b>	
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 & GEI
Signature	Date (mm/dd/yyyy)
CRAIG ALLISON	07/09/2008

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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