

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. -	
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	36				
Digital					
Report reflects information for quarter ending: 09/30/2008					
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	
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="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	<input type="text" value="607"/>
Total 5:00 a.m. to 1:00 a.m. CSTs	<input type="text" value="348"/>
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	<input type="text" value="113"/>
Total 6:00 a.m. to 9:00 a.m. CSTs	<input type="text" value="44"/>
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	<input type="text"/>
Total 6:00 p.m. to 11:35 p.m. CSTs	<input type="text"/>
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	<input type="text" value="56"/>
Total 5:00 p.m. to 10:35 p.m. CSTs	<input type="text" value="76"/>
Comments:	
<input type="text" value="ADDITIONALLY FROM 1:01AM TO 4:59AM WE AIRED 193 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	<input type="text" value="0"/>
Comments:	
<input type="text"/>	

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)

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: NBC ACTION NEWS AT 6:00PM 07/11/08 "ADS DON'T INCLUDE ALL THE INFORMATION" IN THE KC STAR 07/15/08 "OPTIONS FOR CONVERTER BOXES" INTERVIEW WITH NTIA LADY VISITING KC	
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: THERE IS A LINK ON THE HOME PAGE THAT OPENS A SITE WITH INFORMATION ON THE SWITCH, A COUNTDOWN CLOCK BY THE SECOND, HOW TO ACCESS HDTV, AND EXPLANATION ON EDUCATION AND FREQUENTLY ASKED QUESTIONS.	
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:	

<p>ON JULY 30 GENERAL MANAGER CRAIG ALLISON DROVE TO LIBERTY, MISSOURI AND MET WITH THE LIBERTY ROTARY CLUB. CRAIG WAS THE MAIN SPEAKER AT THE LUNCHEON MEETING AND THE TOPIC WAS THE DTV TRANSITION. AFTER HIS</p>
<p><input type="checkbox"/> Community Events</p> <p>Comments:</p> <div style="border: 1px solid gray; height: 60px; width: 100%;"></div>
<p><input type="checkbox"/> Other (describe)</p> <p>Comments:</p> <div style="border: 1px solid gray; height: 60px; width: 100%;"></div>
<p>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</p> <p>Comments:</p> <div style="border: 1px solid gray; height: 60px; width: 100%;"></div>

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
<input type="text" value=""/>	<input type="text" value="VICE PRESIDENT & GEI"/>
Signature	Date (mm/dd/yyyy)
<input type="text" value="CRAIG ALLISON"/>	<input type="text" value="10/07/2008"/>

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.

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