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| 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. -20081007AIT | |
| Licensee SCRIPPS HOWARD BROADCASTING COMPANY | | | |
| Call Sign KSHB-TV | Facility Id 59444 | | Previous Call Sign (if applicable) |
| 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"/> Analog | 41 | | |
| <input checked="" type="checkbox"/> Digital | 36 | | |
| 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 type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input 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 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

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| 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 | 607 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 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 | 113 |
| Total 6:00 a.m. to 9:00 a.m. CSTs | 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)?

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| 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)?

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| Total 5:00 p.m. to 10:35 p.m. PSAs | 56 |
| Total 5:00 p.m. to 10:35 p.m. CSTs | 76 |

Comments:
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.

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| Total number of 30 Minute Informational Programs | 0 |
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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?

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| 0 | Graphic Displays |
| 0 | Animated Graphics |
| 0 | Graphic and Audio Displays |
| 0 | Longer Form Reminders |

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. Yes 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
07/25/08 "SALES TAX ISSUES ON CONVERTER BOXES"
08/14/08 "DIGITAL BOX RETURNS" WHAT TO DO IF YOUR BOX DOESN'T WORK.
09/03/08 "UPDATE ON SALES TAX IN MISSOURI STILL CHARGING INCORRECTLY".
09/16/08 "CONVERTER BOX COUPON UPDATE: P.O. BOXES AND NURSING HOME ADDRESSES NOW ELGIBLE FOR COUPON."

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? Yes 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. Yes No

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| 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: 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 PRESENTATION HE SPENT TIME ANSWERING THEIR QUESTIONS AND LEADING A DISCUSSION ON THE TOPIC. THERE WERE APPROXIMATELY 80 PEOPLE IN ATTENDANCE AND THE MEETING LASTED ONE HOUR. | |
| <input type="checkbox"/> Community Events Comments: | |
| <input type="checkbox"/> Other (describe) Comments: | |
| This comment box may be used to include other comments or information about your station's DTV activity over the last quarter. | |
| Comments: | |

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| 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 Signature CRAIG ALLISON | Typed or Printed Title of Person Signing VICE PRESIDENT & GENERAL MANAGER Date (mm/dd/yyyy) 10/07/2008 |

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