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|--|---|--|-----------------|--|---------------------|
| Federal Communications Commission<br>Washington, D.C. 20554  |   | Approved by OMB<br>3060-1115 (March 2008)        |                 | FOR FCC USE ONLY   |                     |
| <b>FCC 388</b><br><b>DTV Quarterly Activity Station Report</b>   |   |  |                 | FOR COMMISSION USE ONLY<br>FILE NO. -20080709AIE               |                     |
| Licensee<br>KVVU BROADCASTING CORPORATION  |   |  |                 |  |                     |
| Call Sign<br>KVVU-TV   |   | Facility Id<br>35870                             |                 | Previous Call Sign (if applicable)                             |                     |
| Community of License   |   |  |                 |  |                     |
| City<br>HENDERSON  |   | State<br>NV                                      | County<br>CLARK |  | Zip Code<br>89014 - |
| Nielsen DMA<br>LAS VEGAS   |   | World Wide Web Home Page Address<br>WWW.KVVU.COM |                 | Licensee Renewal Expiration Date<br>(mm/dd/yyyy)<br>10/01/2006 |                     |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.)   |   |  |                 |  |                     |
| <input checked="" type="checkbox"/> checkbox checked   | 5 |  |                 |  |                     |
| Analog   |   |  |                 |  |                     |
| <input checked="" type="checkbox"/> checkbox checked   | 9 |  |                 |  |                     |
| 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="checkbox"/> radio button selected      |                     |
|  |   |  |                 | Yes  |                     |
|  |   |  |                 | <input checked="" type="checkbox"/> radio button not selected  |                     |
|  |   |  |                 | No   |                     |
| <b>Simulcasting:</b>   |   |  |                 |  |                     |
| Are you simulcasting on your Analog channel and your primary Digital stream?   |   |  |                 | <input checked="" type="checkbox"/> radio button selected      |                     |
|  |   |  |                 | Yes  |                     |
|  |   |  |                 | <input checked="" type="checkbox"/> radio button not selected  |                     |
|  |   |  |                 | 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. |   |  |                 |  |                     |

**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   | 217 |
| Total 5:00 a.m. to 1:00 a.m. CSTs   | 289 |
| 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   | 24  |
| Total 6:00 a.m. to 9:00 a.m. CSTs   | 82  |
| 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  | 99  |
| Total 6:00 p.m. to 11:35 p.m. CSTs  | 90  |
| 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  |     |
| Total 5:00 p.m. to 10:35 p.m. CSTs  |     |
| Comments:   |     |

### 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:<br>WE DID NOT AIR 30 MINUTE DTV PROGRAM DURING THIS QUARTER BUT WE HAVE TENTATIVELY SCHEDULED THE FOLLOWING TWO AIRDATES IN 3RD QUARTER AS FOLLOWS:<br>FRIDAY, JULY 11, 2008 1:00PM - 1:30PM<br>SUNDAY, JULY 20, 2008 11:00AM - 11:30AM |   |

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

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| 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 |
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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?

|   |                                   |
|---|-----------------------------------|
| 0 | <i>Graphic Displays</i>           |
| 0 | <i>Animated Graphics</i>          |
| 0 | <i>Graphic and Audio Displays</i> |
| 0 | <i>Longer Form Reminders</i>      |

Comments:  
NOT APPLICABLE AT THIS TIME.

**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="checkbox"/> radio button selected <span style="float: right;">Yes</span><br><input checked="" type="checkbox"/> radio button not selected <span style="float: right;">No</span> |
|--|---|

Comments:  
 4/15/08 AT 8:45AM DURING OUR 5:00AM - 9:00AM MORNING NEWS PROGRAM:  
 OUR LOCAL MORNING SHOW HOST, JASON FEINBERG, HAD AN IN-DEPTH INTERVIEW WITH SHERMAZE INGRAM OF THE "DTV TRANSITION CAMPAIGN". SHE WAS IN LAS VEGAS ATTENDING THE NAB CONVENTION. MS. INGRAM EMPHASIZED THE DRAMATIC IMPROVEMENT IN PICTURE QUALITY WITH DIGITAL TRANSMISSION AND THE IMPORTANCE OF PREPARING FOR THE DIGITAL TRANSITION. THE CONVERTER BOX PRICE RANGE OF \$40 TO \$70 WAS DISCUSSED, ALONG WITH THE \$40 DOLLAR COUPON ASSISTANCE PROGRAM. THE FEBRUARY 17TH DEADLINE WAS DISCUSSED. THIS SEGMENT WAS 2:15 IN LENGTH.

5/14/08 DURING OUR "MORE" SHOW THAT AIRS 9:00AM - 10:00AM:  
 OUR LOCAL NEWS ANCHOR, MONICA JACKSON, INTERVIEWED OUR DREAM TEAM EXPERT & TECHNOLOGY EDITOR, MR. KARL KAMB REGARDING DTV CONVERSION. IN HIS PRESENTATION HE COVERED THE GOVERNMENT \$40 COUPON OFFER, TO SUPPLEMENT CONVERTER BOX PURCHASE. MR. KAMB ALSO COVERED THE MAJOR RETAIL OUTLETS THAT SELL THE CONVERTER BOXES. SOME OF THE OUTLETS ARE SEARS, K-MART, FRY'S, AND CIRCUIT CITY. HE ALSO EMPHASIZED THE FEBRUARY 17, 2009 DATE FOR TURNING OFF THE ANALOG SIGNALS. THIS SEGMENT WAS 1:59 IN LENGTH.

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

|                                   |   |
|-----------------------------------|---|
| Does your station have a Website? | <input checked="" type="checkbox"/> radio button selected <span style="float: right;">Yes</span><br><input checked="" type="checkbox"/> radio button not selected <span style="float: right;">No</span> |
|-----------------------------------|---|

|  |   |
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| 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="checkbox"/> radio button selected <span style="float: right;">Yes</span><br><input checked="" type="checkbox"/> radio button not selected <span style="float: right;">No</span> |
|--|---|

Comments:  
 THE KVVU.COM WEB SITE, MAIN PAGE, HAS A LINK ENTITLED "DIGITAL TV COUNTDOWN", THIS LINK TAKES THE VIEWER TO ANOTHER PAGE, "GET MORE INFO ON DTV". THE PAGE HAS LINKS TO VIDEOS, INFORMATION, AND NEWS ABOUT DTV AND THE TRANSITION. VARIOUS LINKS POINT TO THE FCC, NAB, AND CONVERTER BOX COUPON WEBSITES. THERE ARE ALSO VIDEO INTERVIEWS WITH EXPERTS IN THE DTV FIELD.

"THE PUBLIC & BROADCASTING: HOW TO GET THE MOST SERVICE FROM YOUR LOCAL STATION" DOCUMENT ALSO HAS A LINK ON OUR WEBSITE UNDER "ABOUT US", THEN CLICK ON FOX5.

**Additional DTV Outreach Efforts -- Last Quarter**

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|  |  |
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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.

checkbox not checked

Speaking Engagements

Comments:

N/A

checkbox not checked

Community Events

Comments:

N/A

checkbox not checked

Other (describe)

Comments:

N/A

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments:

MONDAY, JUNE 23, 2008 AT 1:30PM:  
 KVVU'S DIRECTOR OF ENGINEERING, JACK SMITH ATTENDED A MEETING OF LOCAL BROADCASTERS, CABLE REPRESENTATIVES, AND RETAIL OUTLET MANAGERS WAS HOSTED BY THE "NEVADA BROADCASTERS ASSOCIATION". IT WAS HELD AT KVBC TELEVISION STUDIOS. THIS GAVE THE GROUP A CHANCE TO DISCUSS THE PROBLEMS ASSOCIATED WITH THE DIGITAL TRANSITION. AMONG THE ISSUES DISCUSSED WERE AVAILABILITY OF CONVERTER BOXES, EDUCATIONAL AND PROMOTIONAL EFFORTS OF EACH STATION, AND THE PROBLEM OF PERSONS LIVING IN HEALTH CARE FACILITIES. UPDATES WERE GIVEN, FROM EACH TELEVISION STATION REPRESENTED, ON THEIR PROGRESS TOWARD DIGITAL CONVERSION. SOME DISCUSSION WAS ALSO GIVEN TO FUTURE TRANSLATOR CONVERSION. THIS MEETING LASTED APPROXIMATELY ONE AND A HALF HOURS.

**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  
 PROGRAMMING ASST./EXE. SECRETARY

Signature

LEILANI MOLINARO

Date (mm/dd/yyyy)

07/08/2008

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