

# FCC 388

## DTV Consumer Education Quarterly Activity Report

### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KTVD

Report reflects information for quarter ending (mm/dd/yy)

06/30/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

- Option One (A and D)
  Option Two (B and D)
  Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

- Yes
  No

### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

- Yes
  No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign  KTVD	Channel Numbers		Community of License			
	Analog     20 <input checked="" type="checkbox"/>	Digital     19 <input checked="" type="checkbox"/>	City	State	County	Zip Code
			Denver	CO	Denver	80203
Licensee     Multimedia Holdings Corporation						
Above, circle the Channel Number(s) to which this form applies.  20 & 19			Nielsen DMA  Denver	World Wide Web Home Page Address  www.mytvdenver.com		
Facility ID Number  68581	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)  04/01/14			

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

**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

278

Total 5:00 a.m. to 1:00 a.m. CSTs

456

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

60

Total 6:00 a.m. to 9:00 a.m. CSTs

300

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

155

Total 5:00 p.m. to 10:35 p.m. CSTs

130

Comments (add additional sheets where necessary):

We ran 2 crawls each day M-F at 5:45pm and at 7:00pm on KTVD. We also ran 10 or more crawls per hour during our morning newscasts on Sat and Sun at 6am. We had 4 additional hours of news on 6/7/08 and 6/8/08 7a-9a and ran a total of 40 additional crawls.

We ran 7 spots publicizing that we filed Form 388 which is available in our public file and may be viewed at the FCC website on the following dates/times: 4/16/08 at 4:28. 5/1/08 at 11:50am and 7:50pm, 5/16/08 at 1:43pm. 6/1/08 at 10:41am and 5:54pm and 6/16/08 at 1:22pm.

My Network TV also ran the DTV NAB Transition spot 26 times in prime time 7:00pm-9:00pm on KTVD. This is included in the totals listed above.

**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

3
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Comments (add additional sheets where necessary):

Countdown to DTV was scheduled on Saturday 4/19/08 10:30pm-11:00pm, Sunday 5/11/08 6:30pm-7:00pm and Sunday 6/22/08 9:30pm-10:00pm

**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?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

*Graphic and Audio Displays*

\_\_\_\_\_

*Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):

Not applicable at this time.

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes     No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):  
Not applicable.

**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 (add additional sheets where necessary):

4/8/08- 8am newscast-Progress on our new DTV tower on Lookout Mountain.

4/10/08-9pm newscast-Major retailers hit with big fines for selling TV's that won't work after the digital switch next year.

5/5/08-8am newscast-Denver's broadcasting scene is about to undergo a very big change. We're not talking about the people you see on TV everyday but the signal we and other stations use. It is all a part of the digital TV transition.

5/7/08-8am newscast-A lot of people will have to make some big changes to keep getting their TV free over the air between now and February 17<sup>th</sup>. Whether its buying a converter box that will plug into an analog set, buying a TV with a digital tuner or subscribing to cable or satellite.

5/8/08-7am and 8am newscast-This morning it is the FAQ About DTV edition...as we help you prepare for the next February transition to digital television. We offered a call in service to viewers to ask questions about the DTV transition from 530am-9am.

5/9/08-9pm newscast-Reminder that we will go live with our new digital tower. If you have a digital antenna, make sure it's pointing toward Lookout Mountain just west of Golden.

5/16/08-7am newscast-The countdown to digital television is here. Tonight we will turn on our new digital tower at Lookout Mountain.

6/11/08-7am newscast-Regulators testifying before a congressional committee Tuesday said that government coupons to help purchase converter boxes are expiring before consumers can cash them in.

6/19/08-7am newscast-If you have the best story...you could win a new digital HD entertainment center. This can be used when the old analog signal disappears next February. The contest was created to raise awarness over the change to digital television.

**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

Comments (add additional sheets where necessary):

We provided a link to the DTV Guide section of 9news.com where our viewers can see the Form 388 that was filed for KTVD. We also posted the DTV Answers banner which links viewers to the [www.dtvanswer.com](http://www.dtvanswer.com) website.

**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.

Speaking Engagements

Comments (add additional sheets where necessary):  
 5/1 Adams Democratic Party for Jefferson County (Ad-Dems Club – 7:30-8:15pm - Ken Highberger  
  
 5/22-Jefferson County Triad-law enforcement, senior service providers and seniors 10:30am 20-30 people- Ken Highberger  
  
 6/7 Mountain Terrace - (residents, but no turn out for this one)Tim Dietz left materials for anyone that showed up later in the afternoon  
  
 6/21 Townview Apartments-Residents-Steve Carter

Community Events

Comments (add additional sheets where necessary):  
 None at this time

Other (describe)

Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

**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  Robbi Gutierrez	Typed or Printed Title of Person Signing  KTVD Program Manager
Signature  <input type="checkbox"/>	Date  07/01/2008

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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