

Federal Communications Commission

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Account number: 822931

Description: KITV 3Q 2008

Application Reference Number: 20081009AAD

Successfully filed at Oct 9 2008 7:59AM

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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. -20081009AAD | |
| Licensee HEARST-ARGYLE STATIONS, INC. | | | | | |
| Call Sign KITV | | Facility Id 64548 | | Previous Call Sign (if applicable) | |
| Community of License | | | | | |
| City | | State | County | | Zip Code |
| HONOLULU | | HI | HONOLULU | | 96813 - |
| Nielsen DMA HONOLULU | | World Wide Web Home Page Address WWW.KITV.COM | | Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2015 | |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) | | | | | |
| <input checked="" type="checkbox"/> Analog | 04 | | | | |
| <input checked="" type="checkbox"/> Digital | 40 | | | | |
| 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? |
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| Total 5:00 a.m. to 1:00 a.m. PSAs | 252 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 276 |
| 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 | 38 |
| Total 6:00 a.m. to 9:00 a.m. CSTs | 0 |
| 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 | 0 |
| Total 6:00 p.m. to 11:35 p.m. CSTs | 0 |
| 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 | 67 |
| Total 5:00 p.m. to 10:35 p.m. CSTs | 67 |
| Comments: KITV AND SATELLITE STATIONS KHVO & KMAU HAVE BEEN AIRING DTV TRANSITION-RELATED PSA'S SINCE NOVEMBER 2007. PSA'S ARE SUPPLIED BY THE NAB, AND RUN 15 AND 30-SECONDS IN LENGTH. THEY INCLUDE IMPORTANT INFORMATION TO EDUCATE CONSUMERS ABOUT DTV TRANSITION. WE RUN MANY MORE PSA'S THAN THE RULES NOW SUGGEST AS A MINIMUM. DTV TRANSITION-RELATED CRAWLS BEGAN ON MARCH 31, 2008 ON KITV/KHVO/KMAU. HERE'S THE TEXT: ON FEBRUARY 17, 2009, FULL-POWER ANALOG BROADCASTING WILL END, AND ANALOG-ONLY TELEVISIONS MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A CONVERTER BOX. ANALOG-ONLY TVS SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCR'S, DVD PLAYERS AND SIMILAR PRODUCTS. VIEWERS MAY GET MORE INFORMATION BY GOING TO WWW.KITV.COM AND CLICKING ON COUNTDOWN TO DIGITAL AND/OR MAY GET INFORMATION ON THE CONVERTER BOX PROGRAM BY CALLING 1-888-DTV-2009. VIEWERS ON KAUAI MAY GET INFORMATION SPECIFIC TO THEM AT LPTVANSWERS.COM. | |

30 Minute Educational Programs - Last Quarter

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| 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 | 1 |
| Comments: KITV/KHVO/KMAU WILL RUN ONE 30-MINUTE INFORMATIONAL PROGRAM, AS SUPPLIED BY NAB, EACH QUARTER. PROGRAM WILL BE SCHEDULED BETWEEN 8AM-11:35PM. | |

THE FIRST OF THESE PROGRAMS AIRED JUNE 28, 2008 FROM 2-2:30PM. THE SECOND AIRED AUGUST 23, 2008 FROM 1-1:30PM.

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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| 198 | <i>Graphic Displays</i> |
| 0 | <i>Animated Graphics</i> |
| 0 | <i>Graphic and Audio Displays</i> |
| 0 | <i>Longer Form Reminders</i> |

Comments:

KITV AND SATELLITE STATIONS KHVO AND KMAU BEGAN AIRING "COUNTDOWN TO DTV" ON MARCH 31, 2008, RUNNING CONCURRENT WITH OUR TICKER. THE COUNTDOWN VISUALLY REMINDS VIEWERS THAT THERE ARE "X" NUMBER OF DAYS UNTIL THE TRANSITION DATE AND INSTRUCTS VIEWERS TO CALL A TOLL-FREE NUMBER AND/OR VISIT A WEBSITE FOR DETAILS.

Section D (For all broadcasters)

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| 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 type="radio"/> Yes <input checked="" type="radio"/> No |
| Comments: | |
| 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: COUNTDOWN TO DTV SECTION INCLUDES A COMPLETE VIEWER'S GUIDE TO THE DIGITAL TRANSITION. | |
| 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 type="checkbox"/> Speaking Engagements | |
| Comments: | |
| <input type="checkbox"/> Community Events | |
| Comments: | |

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:

KITV AND SATELLITE STATIONS KHVO AND KMAU BEGAN AIRING A 60-SECOND SPOT IN JUNE THAT PUBLICIZES THE EXISTENCE AND LOCATION OF THE QUARTERLY FORM 388 DTV EDUCATION REPORT. THIS SPOT WILL AIR TWICE A MONTH BETWEEN 5AM-1AM. TEXT IN THE SPOT INCLUDES THE FOLLOWING:

"A QUARTERLY REPORT DESCRIBING THIS STATION'S DIGITAL TELEVISION TRANSITION EDUCATION EFFORTS IS AVAILABLE FOR PUBLIC REVIEW ON OUR WEBSITE AND IN THE PUBLIC INSPECTION FILE AT OUR STUDIO".

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.

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| Typed or Printed Name of Person Signing | Typed or Printed Title of Person Signing PRESIDENT/GENERAL MANAGER |
| Signature MICHAEL A. ROSENBERG | Date (mm/dd/yyyy) 10/08/2008 |

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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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

