

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**

**Account number: 822931**

**Description: KMAU 3Q 2008**

**Application Reference Number: 20081009AAE**

**Successfully filed at Oct 9 2008 8:00AM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20081009AAE	
Licensee HEARST-ARGYLE STATIONS, INC.					
Call Sign KMAU		Facility Id 64551		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
WAILUKU		HI	MAUI		96793 -
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	12				
<input type="checkbox"/> 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 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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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**

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

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?

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)

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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:	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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.

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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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.

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

