

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
- 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)

KMAU

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

12/31/08

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 KMAU	Channel Numbers		Community of License			
	Analog	12 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	<input type="checkbox"/>	Wailuku	Hawaii	Maui	96793
Licensee Hearst-Arlyle Stations, Inc.						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA Honolulu	World Wide Web Home Page Address www.kitv.com		
Facility ID Number 64551	Previous Call Sign (if applicable) KMVI-TV		License Renewal Expiration Date (mm/dd/yy) 02/01/15			

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

413

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

496

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

83

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

37

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

74

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

122

Comments (add additional sheets where necessary):

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.

Beginning 3pm on 10/14/08, our DTV transition crawls were revised to reflect Hawaii's 1/15/09 early transition date.

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

Comments (add additional sheets where necessary):

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. The third aired 11/9/08 from 9-9:30am.

In addition, KITV aired a locally-produced special called "Hawaii's Digital Transition" on 12/11/08 from 6:30-7pm, and again on 12/25/08 from 5:30-6pm. KITV's Chief Engineer, Rodney Shimabukuro, was a featured panelist.

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?

496 *Graphic Displays*

Animated Graphics

Graphic and Audio Displays

58 *Longer Form Reminders*

Comments (add additional sheets where necessary):

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. Beginning 100 days prior to 1/15/09, we began airing an additional crawl specific to the 100 days information only.

Because KITV/KHVO/KMAU transitions one month earlier on January 15, 2009, a 90-second spot was produced to inform our viewers. This "DTV Early Transition" spot began on December 15, 2008 and will run four times a day with one spot each day in prime 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):

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):
KITV4 News aired numerous stories on Hawaii's DTV transition. Topics included valuable information on the switch and who will be affected, how to get a \$40 voucher, a live interview from Washington with the Secretary of the U.S. Commerce Department Carlos Gutierrez, and coverage of local appearances by FCC representatives.

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):
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.

Speaking Engagements

Comments (add additional sheets where necessary):

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):
KITV President Mike Rosenberg participated in conference calls every Tuesday beginning mid-October with the FCC/NTIA/NAB and other broadcasters on the topic of DTV transition. He also was a featured panelist on two live, locally-produced episodes of KHET's "Island Insights" on DTV transition - programs aired 10/20/08 and 12/11/08 from 7:30-8:30pm. Rosenberg was interviewed live on Hawaii Public Radio to discuss and answer questions from the public on the transition on 11/11/08, and had a breakfast meeting with FCC Commissioner Adelstein on 12/9/08.

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):

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 Michael A. Rosenberg	Typed or Printed Title of Person Signing President & General Manager
Signature <input type="checkbox"/>	Date 1/5/09

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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-PER, 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.