

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. -20090112ABV	
Licensee AMARILLO JUNIOR COLLEGE DISTRICT					
Call Sign KACV-TV		Facility Id 1236		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AMARILLO		TX	POTTER		79178 -
Nielsen DMA AMARILLO		World Wide Web Home Page Address WWW.KACV.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	2				
<input checked="" type="checkbox"/> Digital	8				
Report reflects information for quarter ending: 12/31/2008					
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 type="radio"/> Option Two (B and D) <input checked="" 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 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?	<input checked="" type="radio"/> Yes <input type="radio"/> 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 20	
Comments: KACV-TV AIRED 12 PBS-PRODUCED 30-MINUTE PROGRAMS AND 8 KACV-PRODUCED 30-MINUTE PROGRAMS EXPLAINING THE DIGITAL TRANSITION. OUR "AMARILLO GOES DIGITAL" PROGRAM HAS A QUESTION-AND-ANSWER FORMAT. IT WAS SIMULCAST ON 4 OF THE 5 LOCAL TV STATIONS SERVING THIS MARKET, AND COPIES OF THE SHOW WERE DISTRIBUTED TO 31 PUBLIC LIBRARIES THROUGHOUT OUR COVERAGE AREA TO BE USED AS A REFERENCE SOURCE.	

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	<input checked="" type="radio"/> Yes <input type="radio"/> No

quarter? The comment box may be used to describe these initiatives.	
Comments: SEE THE ABOVE DESCRIPTION OF OUR 20 30-MINUTE DTV TRANSITION PROGRAMS. IN ADDITION, KACV-TV CONTINUES TO PRODUCE AND AIR A MONTHLY CONSUMER EDUCATION SPOT WHICH HIGHLIGHTS AND ANSWERS VARIOUS QUESTIONS, SOME OF WHICH ARE RECEIVED FROM VIEWERS WHO CALL INTO THE STATION.	
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: WE HAVE LOCALLY PRODUCED SPOTS EXPLAINING THE DTV CONVERSION AND SIX DTV INTERNET INFORMATION LINKS. WE ADDED THE LOCALLY-PRODUCED 30-MINUTE PROGRAM "AMARILLO GOES DIGITAL" DURING THIS QUARTER.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: KACV-TV HAS IMPLEMENTED A "DTV ROADSHOW" PRESENTATION, COMPLETE WITH POWERPOINT AND LOCALLY PRODUCED DTV TRANSITION SPOTS. THIS PRESENTATION IS DESIGNED TO TAKE TO CIVIC GROUPS, LIBRARIES, SENIOR CITIZEN CENTERS, AND OTHER INTERESTED GROUPS WITHIN OUR BROADCAST AREA FOR THE EXPRESS PURPOSE OF EDUCATING OUR VIEWING AUDIENCE ABOUT THE DIGITAL TRANSITION.	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: KACV-TV HAS CREATED A MAILER TO INCLUDE IN ALL PIECES MAILED FROM THE STATION; THE MAILER DIRECTS QUESTIONS TO A TELEPHONE NUMBER OR WWW.KACV.ORG. ALSO, KACV-TV'S MONTHLY PROGRAM GUIDE INCLUDES A TOPICAL ARTICLE EDUCATING CONSUMERS ON DTV CONVERSION ISSUES.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

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 DEAN OF FINANCE AND ADMINISTRATIVE SERVICES
Signature TERRY BERG	Date (mm/dd/yyyy) 01/09/2009

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-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.