

# 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)

KACV-TV and  
KACV-DT

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

03/31/08

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 KACV-TV/DT	Channel Numbers		Community of License			
	Analog	2 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	8 <input checked="" type="checkbox"/>	Amarillo	TX	Potter	79178
Licensee : <b>AMARILLO JUNIOR COLLEGE DISTRICT</b>						
Above, circle the Channel Number(s) to which this form applies. 2 and 8			Nielsen DMA 131	World Wide Web Home Page Address kacv.org		
Facility ID Number 1236	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 08/01/14			

**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

0

Comments (add additional sheets where necessary):

KACV-TV/DT will air a 30-minute show before February 2009.

KACV-TV/DT began to air 120 seconds per day of consumer education spots with closed captions beginning March 17, 2008.

KACV-TV/DT began to air an additional 120 seconds per day of consumer education spots without closed captions beginning February 1, 2008.

**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):  
KACV-TV/DT produced and began to air a monthly consumer education spot in February 2008.

**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):  
Locally produced spots explaining the DTV conversion. DTV links (see attached page).

**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):  
See attached page.

**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):

**Section D. Attachment:**

**DTV Information Links:**

KACV Homepage:

<http://www.kacv.org/digital/index.html>

Listed on our website:

Converter Box Coupon Program:

<https://www.dtv2009.gov/ApplyCoupon.aspx>

DTV – Tomorrow’s TV Today:

<http://www.dtv.gov/>

The FCC Consumer Facts:

<http://www.fcc.gov/cgb/consumerfacts/digitaltv.html>

The DTV Transition:

<http://www.dtvtransition.org/>

Are You Ready For DTV? – Take The Online Quiz:

[http://www.dtvtransition.org/index.php?option=com\\_content&task=view&id=26&Itemid=39](http://www.dtvtransition.org/index.php?option=com_content&task=view&id=26&Itemid=39)

**Additional DVD Outreach Efforts – Last Quarter Other:**

KACV-TV has created a mailer to include in all pieces mailed from the station; the mailer directs questions to a telephone number or kacv.org.

KACV-TV’s monthly program guide includes a topical article educating consumers on DTV Conversion issues.

**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 Terry Berg	Typed or Printed Title of Person Signing Dean of Finance and Administrative Services
Signature <input type="checkbox"/>	Date 4/9/2008

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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