

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. -20090109AIG
Licensee KYTV		
Call Sign KYTV	Facility Id 36003	Previous Call Sign (if applicable)
Community of License		
City SPRINGFIELD	State MO	County GREENE
		Zip Code 65807 -
Nielsen DMA SPRINGFIELD MO	World Wide Web Home Page Address WWW.KY3.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2006
Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	3	
<input checked="" type="checkbox"/> Digital	44	
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="checkbox"/> Option One (A and D)	<input checked="" type="checkbox"/> Option Two (B and D)	<input type="checkbox"/> Option Three (C and D)
Over the past quarter, have you fully complied with the requirements of this option?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Simulcasting:		
Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Application Purpose:		
<input checked="" type="checkbox"/> DTV Education Report		
<input type="checkbox"/> 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?	
Total 5:00 a.m. to 1:00 a.m. PSAs	263
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	21
Total 6:00 a.m. to 9:00 a.m. CSTs	66
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	65
Total 5:00 p.m. to 10:35 p.m. CSTs	78
Comments: A TOTAL OF 263 PSAS AND 276 CSTS RAN FROM OCTOBER 1ST THROUGH DECEMBER 31, 2008. WE SCHEDULE A MINIMUM OF 20 PER WEEK FOR BOTH PSA'S AND CST'S. WITH THE ADDITIONAL PSA'S WITH NBC,OPRAH AND ELLEN SHOWS, OUR TOTAL PSA'S WELL EXCEED THE REQUIRED MINIMUM AMOUNT. THE 20 WEEKLY PSA'S AND CST'S ARE ALSO RUN ON K15CZ, OUR LOW-POWER STATION, THAT IS BROADCAST ON OUR DIGITAL STREAM, CABLE AND SATELLITE.	

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	0
Comments: KYTV TEAMED UP WITH THE OTHER TELEVISION STATIONS IN THE MARKET TO ANSWER PHONE CALLS FOR 2 HOURS ON DECEMBER 17TH - WHILE A SPECIAL PROGRAM AIRED ON THE OZARKS PUBLIC TELEVISION STATION. PHONES RANG NON-STOP FROM 7PM UNTIL WELL AFTER 9PM.	

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?

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

Comments:

IN ADDITION TO THE KYTV COUNTDOWN; NBC IS AIRING COUNTDOWN INFORMATION DURING THE TODAY SHOW EVERY DAY FOR THE REMAINDER OF THE TRANSITION PERIOD. WE ALSO AIRED 415 COUNTDOWN TO DTV ON OUR LOW-POWER STATION K15CZ, THAT IS ALSO ON OUR DIGITAL STREAM.

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

Comments:

HERE ARE THE DATES/TIME/LENGTH AND BRIEF SYNOPSIS OF THE STORIES RAN DURING THE 4TH QUARTER.

NOVEMBER 10, 2008 6PM 2:34 100 DAYS UNTIL TELEVISION GOES DIGITAL ...FEBRUARY 17TH IS THE DATE WHEN TELEVISION BROADCASTERS WILL SWITCH THE SIGNAL FROM ANALOG TO DIGITAL. THE TRANSITION IS NO SECRET ... BUT ... THOSE OF YOU WHO RELY ON AN OVER THE AIR SIGNAL NEED TO APPLY FOR A CONVERTER BOX COUPON WITH THE GOVERNMENT AS SOON AS POSSIBLE. THE GOVERNMENT WARNS TIME IS RUNNING OUT. TO APPLY ...LOG ONTO K-Y 3 DOT COM AND CLICK ON THE D-T-V ICON ... OR CALL 1-8-8-8 D-T-V 2009. TELEVISIONS HOOKED UP TO SATELLITE OR CABLE DO NOT NEED THE CONVERTER BOX.

DECEMBER 11, 2008 6PM 4:58 IN CONTACT KY3---GETTING READY FOR THE BIG CHANGE.. AND, CLEARING UP SOME D-T-V CONFUSION. CONTACT K-Y 3'S CARA RESTELLI JOINS FROM THE K-Y 3 WEB CENTER. TO GET THOSE CONVERTER BOX COUPONS AND MORE INFORMATION WE'VE BEEN TELLING YOU TO VISIT THE WEBSITE, DTV.GOV. A SMALL ERROR IN THAT WEB ADDRESS MAY COST YOU SOME BIG HEADACHES AND MAYBE MONEY.

"I DIDN'T HAVE THE DOT GOV."

DE MCMULLEN OF AZLE MISTAKENLY ENTERED DTV.COM WHEN SHE WENT SEARCHING FOR DIGITAL TV CONVERTER COUPONS. IT TURNS OUT DTV.COM GOES DIRECTLY TO A SITE THAT OFFERS A BOX THAT LOOKS SOMETHING LIKE A DIGITAL CONVERTER

"AND WE'RE ALSO LOOKING AT A PRICE WHICH MAY NOT SEEM TOO UNREASONABLE FOR THE CONVERTER BOX WHICH CONSUMERS ARE LOOKING TO PURCHASE."

BUT EVEN THE BETTER BUSINESS BUREAU COULD NOT FIND THE COMPANY LISTED ON THIS SITE TO DEAL WITH COMPLAINTS...AND RATES THE FIRM CALLED SATELLITE SOFT, UNSATISFACTORY.

"THE COMPANY IS TRYING TO CONFUSE CONSUMERS, OR TAKE ADVANTAGE OF CONSUMERS THAT WOULD BE GOING TO DTV.GOV."

"IT'S VERY DECEPTIVE WHEN YOU GO IN THERE."

DEE MCMULLEN'S SEARCH TOOK HER TO ANOTHER SITE, OFFERING COUPONS SHE THOUGHT WERE FOR THAT DIGITAL CONVERTER BOX.

"I THOUGHT, 'WELL, THERE'S SOMETHING FUNNY ABOUT THIS BECAUSE I KEPT GOING DOWN AND IT SAID THE GOVERNMENT WILL GIVE YOU ALSO SOME GRANT MONEY.'"

SHE WOUND UP GETTING ONLY SUSPICIOUS EMAIL. THE BBB SAYS THE SWITCH TO DIGITAL TV AND CONVERTER BOXES MAY ALREADY BE A BIT CONFUSING.

"AND THOSE WHO HAVE HAD VERY LITTLE EXPERIENCE WITH THE INTERNET MAY JUST AUTOMATICALLY ASSUME THAT IT'S DOT COM."

"AND I DIDN'T WANT THIS TO HAPPEN TO OTHER PEOPLE."

THE REAL SITE IS DTV.GOV, HERE YOU CAN READ ABOUT THE DIGITAL TRANSITION AND SIGN UP FOR A FREE 40 DOLLAR COUPON. WE WILL DISCONNECT THE ANALOG SIGNAL ON FEBRUARY 17TH.

DECEMBER 15, 2008 5PM 1:14 WE WANT TO LET YOU KNOW OF A SPECIAL PROGRAM AIRING ON WEDNESDAY NIGHT. KY-3 WILL JOIN FORCES WITH K-O-L-R.. K-S-F-X.. K-S-P-R.. AND OZARKS PUBLIC TELEVISION ON A PROGRAM ALL ABOUT THE TRANSITION TO DIGITAL TELEVISION THAT TAKES EFFECT FEBRUARY 17TH.

THE HOUR LONG PROGRAM WILL INCLUDED PANELISTS FROM SEVERAL STATIONS WITH A PHONE BANK OF D-T-V EXPERTS TO ANSWER VIEWER QUESTIONS.

THE PROGRAM BEGINS AT 7 P-M ON CHANNEL 21, OZARKS PUBLIC TELEVISION.

EXPERTS WILL ANSWER YOUR PHONE CALLS UNTIL 9 P-M.

DECEMBER 16, 2008 6PM 1:48 62 DAYS AND COUNTING TILL TELEVISION CHANGES FOREVER.

KY-3 IS TEAMING UP WITH KOLR-10, K-S-F-X, OUR SISTER STATION K-S-P-R, AND OZARKS PUBLIC TELEVISION TO ANSWER YOUR D-T-V QUESTIONS.

THE PROGRAM BEGINS AT 7 P-M TOMORROW ON CHANNEL 21, OZARKS PUBLIC TELEVISION.

EXPERTS WILL ANSWER YOUR PHONE CALLS FOR TWO HOURS.

DECEMBER 17, 2008 5PM 1:14 WE WANT TO REMIND YOU ABOUT A SPECIAL PROGRAM AIRING TONIGHT.

KY-3 IS JOINING FORCES WITH K-O-L-R.. K-S-F-X.. K-S-P-R.. AND OZARKS PUBLIC TELEVISION FOR A PROGRAM ALL ABOUT THE TRANSITION TO DIGITAL TELEVISION THAT TAKES EFFECT FEBRUARY 17TH.

THE HOUR LONG PROGRAM WILL INCLUDED PANELISTS FROM SEVERAL STATIONS WITH A PHONE BANK OF D-T-V EXPERTS TO ANSWER VIEWER QUESTIONS.

THE PROGRAM BEGINS AT 7 P-M TONIGHT ON CHANNEL 21, OZARKS PUBLIC TELEVISION.

EXPERTS WILL ANSWER YOUR PHONE CALLS UNTIL 9 P-M.

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:

THE DTVANSWERS.COM PRESENTATION IS ON OUR WEBSITE, WITH THE LINK ON OUR TOP NAVIGATION BAR LABELED DTV ANSWERS.

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:

IN ADDITION TO TWO PRESENTATIONS AT THE SPRINGFIELD GREENE COUNTY LIBRARY BY OUR GENERAL MANAGER ON NOVEMBER 5TH AND 17TH; THE GENERAL MANAGER AND OUR CHIEF ENGINEER PARTICIPATED IN A PHONE BANK IN CONJUNCTION WITH ALL THE TELEVISION STATIONS IN THE SPRINGFIELD DMA. THE PHONE BANK WAS HELD ON 12/17 DURING A PROGRAM AIRED ON KOZK ABOUT THE TRANSITION. PHONE WERE ANSWERED FROM 7PM-9PM THAT EVENING - CALLS WERE CONTINUOUS. K15CZ, OUR LOW-POWER STATION THAT IS ALSO ON OUR DIGITAL STREAM, DID A SOFT-SHUTOFF AT 6:59PM ON DECEMBER 17TH.

Community Events

Comments:

ALL TELEVISION STATIONS IN THE SPRINGFIELD DMA JOINED TOGETHER TO DO A PHONE BANK ON DECEMBER 17TH FROM 7PM-9PM ANSWERING CALLS REGARDING THE TRANSITION. THIS OCCURED DURING THE AIRING OF A PROGRAM ON KOZK ABOUT THE TRANSITION.

Other (describe)

Comments:

IN ADDITION TO NEWS STORIES, SPEAKING ENGAGEMENTS AND PHONE BANKS, WE HANDLE NUMEROUS CALLS AND E-MAILS FROM VIEWERS WITH QUESTIONS ON THE CHANGE AND CONVERTER BOXES. OUR ENGINEERS AND GENERAL MANAGER RESPOND DAILY TO CALLS AND E-MAILS.

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 JANET FURNEAUX
Signature JANET FURNEAUX	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).

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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.