

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -	
Licensee KSEE LICENSE, INC.					
Call Sign KSEE		Facility Id 35594		Previous Call Sign (if applicable)	
Community of License					
City FRESNO		State CA	County FRESNO		Zip Code 93727 -
Nielsen DMA FRESNO-VISALIA		World Wide Web Home Page Address WWW.KSEE24.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	24				
<input checked="" type="checkbox"/> Digital	38				
Report reflects information for quarter ending: 03/31/2009					
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	
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 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 Tickets (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	381
Total 5:00 a.m. to 1:00 a.m. CSTs	364
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	50
Total 6:00 a.m. to 9:00 a.m. CSTs	63

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	132
Total 6:00 p.m. to 11:35 p.m. CSTs	237

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

Comments:

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 June 12, 2009.

Total number of 30 Minute Informational Programs	1
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Comments:
 DTV TRANSITION TOWN HALL SPECIAL
 JANUARY 12, 2009 7-730PM LIVE SHOW FOR THE VIEWERS ON THE UPCOMING TRANSITION. WE HAD VIEWER INPUT WITH TELEPHONE CALLS TO A PHONE BANK
 SINCE JANUARY 2008, WE HAVE AIRED A DTV-RELATED SHOW ON 8 OCCASIONS.

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

48	Graphic Displays
0	Animated Graphics
48	Graphic and Audio Displays
0	Longer Form Reminders

Comments:
 KSEE TV BROADCASTS THE COUNTDOWN, WITH A DIFFERENT POS (PERSON ON THE STREET) READING AUDIO OVER A GRAPHIC ELEMENT DAILY IN KSEE 24 NEWS AT 5PM (M-F), KSEE 24 NEWS AT 6PM (M-SU), AND KSEE 24 NEWS AT 11PM (M-SU). THE COUNTDOWN LASTED FROM JANUARY 1-FEBRUARY 17, 2009.

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:
 JAN 5, 2009 COUPON PROGRAM OUT OF MONEY VO :25 KSEE SUNRISE @ 5 AM KSEE SUNRISE @ 6 AM KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM KSEE NEWS @ 11 PM

JAN 9, 2009 PRESIDENT OBAMA CALLS FOR DTV DELAY VO :25 KSEE SUNRISE @ 5 AM KSEE SUNRISE @ 6 AM KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM KSEE NEWS @ 11 PM

JAN 9 , 2009 HOW TO PREPARE FOR DTV TRANSITION PKG 1:45 KSEE NEWS AT NOON

JAN 12, 2009 PREVIEW OF KSEE 24 DTV SPECIAL VO/SOT :45 KSEE SUNRISE @ 5 AM KSEE SUNRISE @ 6 AM KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM
 JAN 12, 2009 STORY ON KSEE 24 DTV SPECIAL PKG1:30 KSEE NEWS @ 11

JAN 30, 2009 SENATE PASSED DTV DELAY VO:25 KSEE SUNRISE @ 5 AM KSEE SUNRISE @ 6 AM KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM KSEE NEWS @ 11 PM

FEB 4, 2009 DTV SWITCH IS DELAYED TO JUNE VO :25 KSEE SUNRISE @ 5 AM KSEE SUNRISE @ 6 AM
 FEB 4, 2009 DTV SWITCH IS DELAYED TO JUNE PKG 1:40 KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM KSEE NEWS @ 11 PM

FEB 16, 2009 DTV TELEVISION BUYING GUIDE PKG 1:45 KSEE SUNRISE @ 5 AM
 KSEE SUNRISE @ 6 AM

FEB 17, 2009 SOME STATIONS SWITCHING TO DTV PKG 1:40 KSEE SUNRISE @ 5 AM SUNRISE @ 6 AM KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM KSEE NEWS @ 11 PM

MARCH 5, 2009 MORE MONEY ALLOCATED FOR DTV COUPONS VO :25 KSEE SUNRISE @ 5 AM KSEE SUNRISE @ 6 AM
 KSEE NEWS @ NOON
 KSEE NEWS @ 5 PM
 KSEE NEWS @ 6PM KSEE NEWS @ 11 PM

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 A COUNTDOWN TICKER ON THE HOME PAGE AND HAVE AN HDTV FACT PAGE. THE COUNTDOWN TICKER WAS TAKEN OFF OUR WEBSITE AS OF FEBRUARY 17, 2009.	
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 type="checkbox"/> Speaking Engagements Comments:	
<input checked="" type="checkbox"/> Community Events Comments: WE HANDED OUT DTV FLYERS ON CONVERTER BOX INSTALLATION, CONVERTER BOX PROGRAM AND FACT SHEET IN ENGLISH AND SPANISH AT A STATION SPONSORED RECYCLEATHON. OVER 1500 CARS RECEIVED INFORMATION ON THE FOLLOWING DATES: JANUARY 31, 2009 AND FEBRUARY 21, 2009.	

<input checked="" type="checkbox"/> Other (describe)
Comments: IN ADDITION TO THE PSAS REPORTED IN SECTION B, DURING THE CALENDAR QUARTER, KSEE TV BROADCAST 573 PSAS ON CHANNEL 24.2 (WEATHER PLUS) AND 504 ON CHANNEL 24.3 (LATV)
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 GENERAL MANAGER
Signature TODD M. MCWILLIAMS	Date (mm/dd/yyyy) 04/09/2009

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.

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 855111

Description: FIRST QUARTER 2009 DTV EDUCATION REPORT
Application Reference Number: 20090409AMJ
Successfully filed at Apr 9 2009 4:25PM

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