

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. -20081010BCD
Licensee SURTSEY MEDIA, LLC			
Call Sign KFJX	Facility Id 83992		Previous Call Sign (if applicable)
Community of License			
City PITTSBURG	State KS	County CRAWFORD	Zip Code 66762 - 0659
Nielsen DMA JOPLIN-PITTSBURG	World Wide Web Home Page Address WWW.FOX14TV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2006
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	14		
<input type="checkbox"/> Digital			
Report reflects information for quarter ending: 09/30/2008			
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 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 type="radio"/> Yes <input checked="" 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 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	296
Total 5:00 a.m. to 1:00 a.m. CSTs	265
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	18
Total 6:00 a.m. to 9:00 a.m. CSTs	24

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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
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	99
Total 5:00 p.m. to 10:35 p.m. CSTs	67
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 February 17, 2009.	
Total number of 30 Minute Informational Programs	0
Comments:	

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?	
0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

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: THE FOLLOWING ISSUES WERE COVERED DURING OUR LOCAL NEWSCAST, FOX 14 NEWS AT 9: DTV PREPAREDNESS KFJX NEWS 7/30/2008 9:00PM LENGTH-2:37 INFORMATION ABOUT DTV DEADLINE DTV CONVERTER BOX COUPONS KFJX NEWS 7/9/2008 9:00PM LENGTH-:45 INFORMATION ABOUT CONVERTER BOX COUPONS DTV WEBSITE INFORMATION KFJX NEWS 8/26/08-9/05/08 9:00PM VARIOUS LENGTHS WEBSITE INFORMATION CONCERNING DTV DEADLINE	
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
<p>Comments:</p> <p>KFJX-TV MAINTAINS LINKS ON ITS WEBSITE'S NAVIGATION BAR LOCATED UNDER "STATION INFORMATION" TITLED "WHAT YOU NEED TO KNOW ABOUT DTV" AND "DTV ANSWERS." THE PAGES DISPLAY NUMEROUS ARTICLES AND LINKS THAT EXPLAIN AND ANSWER QUESTIONS CONCERNING THE DTV TRANSITION. KFJX-TV ALSO MAINTAINS ANOTHER LINK ON ITS HOMEPAGE CALLED "ALL ABOUT DTV."</p> <p>ALSO INCLUDED ON THIS PAGE, AS WELL AS ON THE FRONT PAGE OF THE WEBSITE, HAVE BEEN UPDATES ABOUT KFJX-TV'S PREPARATION FOR THE DIGITAL TRANSITION THE UPDATES INCLUDE INFORMATION AND PHOTOS FROM VARIOUS PHASES OF TOWER WORK, INCLUDING THE REMOVAL OF THE OLD ANALOG ANTENNA AND THE ADDITION OF THE NEW DIGITAL ANTENNA.</p>	
<p>Additional DTV Outreach Efforts -- Last Quarter</p>	
<p>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.</p>	
<p><input checked="" type="checkbox"/> Speaking Engagements</p> <p>Comments:</p> <p>A STATION REPRESENTATIVE SPOKE AT THE FOLLOWING AREA MEETINGS ON BEHALF OF THE NATIONAL ASSOCIATION OF BROADCASTERS, DTVSPEAK.COM AND DTVANSWERS.COM. HE EXPLAINED AND ANSWERED QUESTIONS CONCERNING THE DIGITAL TRANSITION FOR NOT ONLY KOAM AND KFJX, BUT ON BEHALF OF ALL TELEVISION BROADCASTERS. NAB DTV HANDOUTS WERE PROVIDED.</p> <p>7/25/08 7A-8A DAYBREAK ROTARY MEETING AT THE HOLIDAY INN IN JOPLIN MISSOURI. APPROXIMATELY 40 BUSINESS OWNERS AND MANAGERS IN ATTENDANCE.</p> <p>8/20/08 7A-8A PITTSBURG KANSAS DAYBREAK ROTARY. APPROXIMATELY 50 BUSINESS OWNERS AND MANAGERS IN ATTENDANCE.</p> <p>8/28/08, 7A GUEST ON NEWS TALK 1450, KQYX, IN JOPLIN MO. WAS ON AIR FOR ABOUT 22 MINUTES ANSWERING QUESTIONS REGARDING DTV TRANSITION.</p> <p>9/4/08 NOON ROTARY CLUB OF JOPLIN. APPROXIMATELY 25 MINUTES SPEAKING AND TAKING QUESTIONS. ESTIMATE 60 TO 80 IN ATTENDANCE</p> <p>9/16/08 ST. JOHN'S PRESTIGE MEETING, JOPLIN MO. APPROXIMATELY 25 MINUTES. THERE WERE ABOUT 100 IN ATTENDANCE.</p>	
<p><input checked="" type="checkbox"/> Community Events</p> <p>Comments:</p> <p>COMMUNITY EVENTS: DURING THE QUARTER THE STATION ATTENDED SEVERAL COMMUNITY EVENTS WHERE DTV TRANSITION INFORMATION WAS AVAILABLE TO VIEWERS & STATION STAFF WERE ON-HAND TO DISCUSS THE DTV TRANSITION & ANSWER VIEWER QUESTIONS. IN ADDITION STATION STAFF HANDED OUT THE CUSTOMIZED 1-SHEET PRINT PIECE USING INFORMATION PROVIDED BY DTVANSWERS.COM. HERE IS A LISTING OF COMMUNITY EVENTS THE STATION ATTENDED WHERE THE DTV TRANSITION INFORMATION/EDUCATION WAS PROVIDED TO THE COMMUNITY:</p> <p>. FRIDAY, JULY 4, 2008: FREEDOMFEST IN JOPLIN, MO. HANDED OUT 2,000 DTV FLIERS, MADE TWO PUBLIC</p>	

ADDRESS ANNOUNCEMENTS FROM THE STAGE & SPOKE WITH VIEWERS AT OUR BOOTH.

. FRIDAY, JULY 11, 2008: COLUMBUS SADDLE CLUB RODEO, COLUMBUS, KS.
 . SATURDAY, JULY 12, 2008: COLUMBUS SADDLE CLUB RODEO, COLUMBUS, KS.
 . SUNDAY, JULY 13, 2008: COLUMBUS SADDLE CLUB RODEO, COLUMBUS, KS.
 . FRIDAY, JULY 18, 2008: BUFFALO BIKE RUN/MDA RIDE FOR LIFE AT BUFFALO RUN CASINO, MIAMI, OK.
 . SATURDAY, JULY 19, 2008: BUFFALO BIKE RUN/MDA RIDE FOR LIFE AT BUFFALO RUN CASINO, MIAMI, OK.
 . TUESDAY, JULY 22, 2008: CHEROKEE COUNTY FAIR W/4-H GROUP, COLUMBUS, KS.
 . WEDNESDAY, JULY 23, 2008: CHEROKEE COUNTY FAIR W/4-H GROUP, COLUMBUS, KS.
 . THURSDAY, JULY 24, 2008: CHEROKEE COUNTY FAIR W/4-H GROUP, COLUMBUS, KS.
 . FRIDAY, JULY 25, 2008: CHEROKEE COUNTY FAIR W/4-H GROUP, COLUMBUS, KS.
 . FRIDAY, JULY 25, 2008: ECONOMIC SECURITY CORPORATION BACK TO SCHOOL FAIR FOR LOW-INCOME JOPLIN, MO FAMILIES. INFO DISTRIBUTED TO APPROXIMATELY 300 FAMILIES.
 . SATURDAY, JULY 26, 2008: CHEROKEE COUNTY FAIR W/4-H GROUP, COLUMBUS, KS.
 . SATURDAY, AUGUST 9, 2008: RONALD MCDONALD HOUSE 10TH ANNIVERSARY CELEBRATION, JOPLIN, MO.
 . SUNDAY, AUGUST 10, 2008: VICKI LAWRENCE TWO WOMAN SHOW, PITTSBURG, KS.
 . FRIDAY, AUGUST 29, 2008: BIG BROTHERS BIG SISTERS OF JASPER & NEWTON COUNTIES (MO) CAR SHOW, JOPLIN, MO.
 . SATURDAY, AUGUST 30, 2008: LITTLE BALKAN'S FOLKLIFE FESTIVAL, PITTSBURG, KS.
 . SATURDAY, AUGUST 30, 2008: TOUCHDOWN ALLEY FAMILY FOOTBALL PRE-GAME AT MSSU, JOPLIN, MO.
 . THURSDAY, SEPTEMBER 4, 2008: TOUCHDOWN ALLEY FAMILY FOOTBALL PRE-GAME AT MSSU, JOPLIN, MO.
 . SATURDAY, SEPTEMBER 13, 2008: ST. JOHN'S REGIONAL MEDICAL CENTER WALK FOR HOSPICE & HOME HEALTH HELD AT MSSU, JOPLIN, MO. ABOUT 100 WALKERS ATTENDED & EACH RECEIVED A FLYER IN THEIR GOODIE BAG.
 . SATURDAY, SEPTEMBER 20, 2008: CELEBRATE OUR MILITARY HERITAGE EVENT AT PITTSBURG STATE UNIVERSITY, PITTSBURG, KS.
 . SATURDAY, SEPTEMBER 20, 2008: TOUCHDOWN ALLEY FAMILY FOOTBALL PRE-GAME AT MSSU, JOPLIN, MO.
 . SATURDAY, SEPTEMBER 20, 2008: FRONTENAC EDUCATION FOUNDATION FESTA EVENT, FRONTENAC, KS.
 . THURSDAY, SEPTEMBER 25, 2008: FALL CAREER FAIR, PITTSBURG STATE UNIVERSITY, PITTSBURG, KS.
 . SATURDAY, SEPTEMBER 27, 2008: CARL JUNCTION BLUEGRASS & CRAFTS FESTIVAL, CARL JUNCTION, MO.
 . SATURDAY, SEPTEMBER 27, 2008: T.F.I. ANNUAL TEE OFF FOR FOSTER CARE GOLF TOURNAMENT, CRESTWOOD COUNTRY CLUB, PITTSBURG, KS.

Other (describe)

Comments:

DURING THE QUARTER THE STATION PRINTED A CUSTOMIZED 1-SHEET HANDOUT USING INFORMATION PROVIDED BY DTVANSWERS.COM. THE STATION BEGAN INSERTING THE HANDOUT IN ALL MAIL CORESPONDENCE WITH VIEWERS: CONTEST WINNERS, 4-STATE HERO MAILINGS, ETC. IN ADDITION, THE DTV TRANSITION WAS DISCUSSED DURING TOURS OF THE STATION & THE HANDOUT MADE AVAILABLE TO MEMBERS OF THE PUBLIC WHO WERE VISITING THE STATION. HERE IS A LISTING OF STATION TOURS CONDUCTED DURING THE QUARTER WHERE THE DTV TRANSITION WAS DISCUSSED WITH TIME FOR QUESTIONS & ANSWERS:

. MONDAY, AUGUST 25, 2008: STATION CLIENT GOLF TOURNAMENT AT CRESTWOOD COUNTRY CLUB, PITTSBURG, KS. INFORMATION GIVEN TO 88 GUESTS OF THE STATION.
 . DTV TRANSITION FLYER WAS INCLUDED IN THE AUGUST, 2008 CLIENT BILLING ENVELOPES WHICH WERE MAILED OUT THE FIRST WEEK OF SEPTEMBER. THE FLYERS WERE SENT TO LOCAL CLIENT BUSINESSES.

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 PRESIDENT OF SOLE MEMBER
Signature DANA C. RAYMANT	Date (mm/dd/yyyy) 10/10/2008

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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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.