

Federal Communications Commission

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Account number: 473811

Description: KOAM-DT FIRST QUARTER 2009 TRANSITION REPORT

Application Reference Number: 20090410AOT

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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. -20090410AOT
Licensee SAGA QUAD STATES COMMUNICATIONS, LLC			
Call Sign KOAM-TV	Facility Id 58552	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
PITTSBURG	KS	CHEROKEE	66762 -
Nielsen DMA JOPLIN-PITTSBURG	World Wide Web Home Page Address WWW.KOAMTV.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input type="checkbox"/> Analog			
<input checked="" type="checkbox"/> Digital	7		
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 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	318

Total 5:00 a.m. to 1:00 a.m. CSTs	1206
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	56
Total 6:00 a.m. to 9:00 a.m. CSTs	202
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	154
Total 5:00 p.m. to 10:35 p.m. CSTs	325
<p>Comments:</p> <p>THE TOTAL NUMBER OF ELIGIBLE DTV PSAS AND CSTS INCLUDE:</p> <p>1. 128 SIXTY SECOND REQUIRED ANALOG SHUT OFF VIEWER NOTIFICATIONS</p> <p>2. 932 ANALOG TERMINATION NOTIFICATION CRAWLS.</p> <p>KOAM-TV TERMINATED ITS ANALOG CHANNEL 7 SIGNAL ON FEBRUARY 17TH, 2009. KOAM-TV COMMENCED BROADCAST OPERATIONS ON DIGITAL CHANNEL 7 ON FEBRUARY 17TH, 2009. BASED ON THE "ELIMINATION OF POST-TERMINATION CONSUMER EDUCATION OBLIGATIONS" OUTLINED IN THE THIRD REPORT AND ORDER AND ORDER ON RECONSIDERATION ADOPTED AND RELEASED ON MARCH 13, 2009, KOAM-TV CEASED ON-AIR DTV EDUCATION PSAS AND CRAWLS ON MARCH 25, 2009.</p>	

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	3
<p>Comments:</p> <p>30 MINUTE DTV INFO PROGRAMS AIRED 1/1/2009, 1/18/2009, AND 1/24/2009.</p>	

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.	
79	Graphic Displays
0	Animated Graphics

0	Graphic and Audio Displays
0	Longer Form Reminders
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
<p>Comments:</p> <p>2/13/09 - 2/16/09 KOAM-TV AIRED 24 DTV INSTRUCTIONAL SPOTS FEATURING NEWS ANCHOR, DOWE QUICK. THE INSTRUCTIONAL SPOTS WERE 1:30 IN LENGTH.</p> <p>KOAM-TV AIRED THE FOLLOWING NEWS STORIES CONCERNING DTV.</p> <p>1/23/2009, DTV LEGISLATION AND INFORMATION ABOUT DELAY, VARIOUS NEWS CASTS, 3:55 INFORMATION REGARDING THE NATIONAL EFFORT TO DELAY DTV TRANSITION AND THE VOTE THAT TOOK PLACE.</p> <p>1/31/2009, DTV PREPAREDNESS, VARIOUS NEWS CASTS, 10:39 INFORMATION ABOUT CONVERTER BOX COUPONS, WHERE PEOPLE CAN GET ANSWERS TO QUESTIONS, WHAT STEPS THEY NEED TO TAKE IN ADVANCE OF THE DTV SWITCH.</p> <p>2/16/2009, KOAM-TV SWITCH TO DTV, VARIOUS NEWS CASTS, 2:37 INFORMATION ABOUT KOAM'S DIGITAL SIGNAL AND ACTUAL SWITCH TO THAT SIGNAL</p> <p>3/10/2009, HELP FOR VIEWERS POST- SWITCH, VARIOUS NEWS CASTS , 2:01 INFORMATION FOR VIEWERS AFTER THE SWITCH TO AID THEM IN RECEIVING DIGITAL CHANNELS</p> <p>KOAM AIRS MSSU, KGCS-TV, NEWSMAKERS PROGRAM AT 5:30 A.M. ON SATURDAYS. DIGITAL TELEVISION WAS THE TOPIC FOR THE PROGRAM AIRING 1/24/09 FEATURING AN INTERVIEW WITH DANNY THOMAS, KOAM GENERAL MANAGER. DTV/FCC WAS THE TOPIC FOR THE PROGRAM AIRING 2/7/09 FEATURING GUESTS FROM THE FCC.</p>	
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>KOAM-TV MAINTAINS A LINK ON ITS WEBSITE'S NAVIGATION BAR LOCATED UNDER "STATION INFORMATION" TITLED "WHAT YOU NEED TO KNOW ABOUT DTV." THE PAGE DISPLAYS NUMEROUS ARTICLES AND LINKS THAT EXPLAIN AND ANSWER QUESTIONS CONCERNING THE DTV TRANSITION.</p>	
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	
<p>Comments:</p> <p>N/A</p>	

Community Events

Comments:

JANUARY 20, 2009, 12N - 8 P.M. & JANUARY 21, 2009, 10 A.M. -6 P.M. KOAM PARTICIPATED IN THE ANNUAL JOPLIN AREA CHAMBER OF COMMERCE BUSINESS EXPO IN SUPPORT OF THE LOCAL ECONOMY & BUSINESSES. IN ADDITION, FCC SENIOR AGENT RONALD RAMAGE, WAS PART OF THE STATION BOOTH ALL DAY JANUARY 21ST, THE DAY THE EXPO WAS OPEN TO THE PUBLIC. MR. RAMAGE, ALONG WITH STAFF FROM THE STATION, DISCUSSED WITH THE PUBLIC THE TRANSITION TO DIGITAL TV & DEMONSTRATED CONVERTER BOX SET-UP & SCANNING. OVER 2,000 PEOPLE ATTENDED THE EXPO OVER THE TWO-DAY PERIOD.

JANUARY 22, 2009, KOAM PARTICIPATED IN A COMMUNITY DTV EDUCATION EVENT HELD AT THE AREA AGENCY ON AGING IN JOPLIN MO. FCC SENIOR AGENT RONALD RAMAGE INVITED THE STATIONS TO PARTICIPATE. OPERATIONS MANAGER BILL VICKERY & PRODUCTION MANAGER STEVE HOLINSWORTH ASSISTED WITH THE EVENT PROVIDING ANALOG TV SETS & CONVERTER BOXES TO HELP EDUCATE THE COMMUNITY ON THE DTV TRANSITION.

ON FEBRUARY 2, 2009, DANNY THOMAS, KOAM GENERAL MANAGER, PARTICIPATED IN THE FCCS JOPLIN-PITTSBURG COMMUNITY FORUM FOCUSING ON THE DTV TRANSITION. THE FORUM TOOK PLACE AT 7:00 P.M. AT MSSU. THE UNIVERSITY'S TELEVISION STATION, KGCS-TV TELEVISED THE LIVE EVENT. THE EVENT WAS PRE-PROMOTED ON ALL AREA BROADCAST STATIONS INCLUDING KOAM. KOAM AIRED 44 15-SECOND SPOTS TO PROMOTE THE EVENT.

ON MONDAY, FEBRUARY 9, 2009, KOAM PARTICIPATED IN A COMMUNITY DTV EDUCATION EVENT HELD AT THE AREA AGENCY ON AGING IN JOPLIN MO. FCC SENIOR AGENT RONALD RAMAGE INVITED THE STATIONS TO PARTICIPATE. OPERATIONS MANAGER BILL VICKERY, PRODUCTION MANAGER STEVE HOLINSWORTH & PROMOTION MGR. VANCE LEWIS ASSISTED WITH THE EVENT PROVIDING ANALOG TV SETS & CONVERTER BOXES TO HELP EDUCATE THE COMMUNITY ON THE DTV TRANSITION.

 Other (describe)

Comments:

ON FEBRUARY 12, 2009, DANNY THOMAS, KOAM GENERAL MANAGER WAS A GUEST SPEAKER ON KZRG RADIO FROM 7:25 - 7:45 A.M. TO TALK ABOUT THE DTV TRANSITION.

KOAM AIRED 39 15-SECOND SPOTS NOTIFYING VIEWERS OF THE DTV PUBLIC FILE COMPLIANCE REPORT.

60 DTV POST TRANSITION SPOTS AIRED ON KKOW RADIO 2/17/09- 2/20/09 ALERTING LISTENERS THAT KOAM SWITCHED TO DIGITAL.

DISCUSSION OF THE DTV CONVERSION WAS INCLUDED IN EACH OF THE FOLLOWING KOAM STATION TOURS:

2/11/09 - AFTON OKLAHOMA SCHOOL
 2/20/09 - FORT SCOTT COMMUNITY COLLEGE
 2/23/09 - GIRARD KS HIGH SCHOOL
 2/27/09 - MARTIN LUTHER SCHOOL, JOPLIN MO
 3/3/09 - JOPLIN MO GIRL SCOUTS
 3/4/09 - FORT SCOTT COMMUNITY COLLEGE BUSINESS ADMIN CLASS
 3/9/09 - PITTSBURG KS CUB SCOUTS
 3/30/09 - LABETTE COMMUNITY COLLEGE

FEBRUARY 18, 2009, PARSONS KS HIGH SCHOOL CAREER FAIR. DTV TRANSITION INFORMATION WAS

MADE AVAILABLE AT THE KOAM BOOTH.

MARCH 24, 2009, VANCE LEWIS, PROMOTIONS MANAGER, LED A DISCUSSION ON THE DIGITAL CONVERSION DURING HIS SPEAKING ENGAGEMENT AT A PUBLIC RELATIONS CLASS AT MSSU.

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 VICE PRESIDENT
Signature DANNY THOMAS	Date (mm/dd/yyyy) 04/09/2009

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