

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. -	
Licensee KTIV TELEVISION, INC.			
Call Sign KTIV	Facility Id 66170	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
SIoux CITY	IA	WOODBURY	51108 -
Nielsen DMA SIoux CITY	World Wide Web Home Page Address WWW.KTIV.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	4		
<input checked="" type="checkbox"/> Digital	41		
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 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 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	250
Total 5:00 a.m. to 1:00 a.m. CSTs	840

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	26
Total 6:00 a.m. to 9:00 a.m. CSTs	42
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	70
Total 5:00 p.m. to 10:35 p.m. CSTs	54
Comments: KTIV BROADCAST PSA'S PROVIDED BY NAB DURING THE ABOVE LISTED TIMES, AS WELL AS STATION-PRODUCED 'CRAWLS' WITH DTV INFORMATION. IN ADDITION, THE NBC NETWORK RAN DTV EDUCATION PSA'S, WHICH ARE ALSO INCLUDED IN THE COUNT ABOVE.	

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	1
Comments: KTIV AIRED THE PROGRAM "IOWA DTV ANSWERS" ON SUNDAY JULY 13, 2008 AT 11:00AM.	

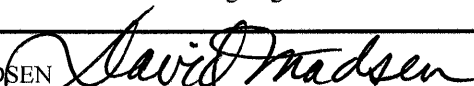
100-Day Countdown Eligible Pieces - Last Quarter

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	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: N/A	

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: KTIV BROADCAST NEWS STORIES 6 TIMES ABOUT THE DTV TRANSITION, INCLUDING TWO SPECIAL REPORTS CALLED "HD UPDATE" WHICH ARE PART OF AN ANNUAL EDUCATION EFFORT IN COOPERATION WITH LOCAL HDTV RETAILER VANCE PFLANZ.	
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: KTIV'S WEBSITE, KTIV.COM, HAS A DEDICATED DIGITAL TV PAGE. ON THAT PAGE ARE FREQUENTLY ASKED QUESTIONS ABOUT DTV, PLUS A VIDEO CLIP OF A DTV PRESENTATION BY KTIV STATION MANAGER DAVE MADSEN. THE PAGE ALSO INCLUDES LINKS TO DTV.GOV AND DTVANSWERS.COM. IN ADDITION, THE WEBSITE INCLUDES A BLOG BY THE STATION MANAGER WHICH HAS SEVERAL ENTRIES ABOUT THE DTV TRANSITION.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: KTIV STATION MANAGER, DAVE MADSEN, IS A MEMBER OF THE NAB DTV SPEAKERS BUREAU, AND DURING THE 3Q 2008, HE MADE 6 PRESENTATIONS TO AREA CHURCHES, SERVICE CLUBS AND OTHER ORGANIZATIONS.	
<input checked="" type="checkbox"/> Community Events Comments: KTIV HOSTED THE NAB "DTV TREKKER" DISPLAY DURING A JULY EVENT IN SIOUX CITY.	
<input type="checkbox"/> Other (describe) Comments:	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: KTIV HAS ALSO BEEN BROADCASTING DTV EDUCATIONAL PSA'S ON OUR SECONDARY DIGITAL CHANNEL, THE CW SIOUXLAND. THESE PSA'S INCLUDE THOSE PROVIDED BY NAB AS WELL AS A :60 SECOND PSA PRODUCED AS A JOINT EFFORT OF ALL TV STATIONS IN THE SIOUX CITY DMA.	

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 STATION MANAGER
Signature DAVID MADSEN 	Date (mm/dd/yyyy) 10/10/08

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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.