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. -20090409AJI

Licensee
BARRINGTON AMARILLO LICENSE LLC

Call Sign	Facility Id	Previous Call Sign (if applicable)
KVII-TV	40446	

Community of License

City	State	County	Zip Code
AMARILLO	TX	POTTER	79101 -

Nielsen DMA	World Wide Web Home Page Address	Licensee Renewal Expiration Date (mm/dd/yyyy)
AMARILLO	HTTP://WWW.KVII.COM	08/01/2014

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

☑ Analog	7
☑ Digital	23

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)?
○ Option One (A and D) ◉ Option Two (B and D) ○ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option? ◉ Yes ○ No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream? ◉ Yes ○ No

Application Purpose:

◉ DTV Education Report	
○ 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	552
Total 5:00 a.m. to 1:00 a.m. CSTs	385

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	75

Total 6:00 a.m. to 9:00 a.m. CSTs	126
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	179
Total 5:00 p.m. to 10:35 p.m. CSTs	178
Comments: DURING THIS QUARTER, 40 PSAS AND 78 CSTS WERE PROVIDED BY THE STATION'S NETWORK (ABC), AND 512 PSAS AND 307 CSTS WERE PROVIDED BY THE STATION. ALL PSAS WERE CLOSED CAPTIONED.	

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	2
Comments: AMARILLO GOES DIGITAL IS A 30 MINUTE, LOCALLY PRODUCED PROGRAM (BY PBS STATION KACV) WHICH POSES COMMONLY ASKED QUESTIONS ABOUT THE DIGITAL TRANSITION, AND THEN ANSWERS THOSE QUESTIONS IN AN INFORMATIVE AND HUMOROUS FASHION. THE PROGRAM EXPLAINS HOW TO DETERMINE IF A VIEWER NEEDS A TV CONVERTER BOX, HOW TO APPLY FOR CONVERTER BOX COUPONS, AND THEN GIVES A STEP BY STEP DEMONSTRATION ON HOW TO PROPERLY INSTALL THE CONVERTER BOX TO A TELEVISION. AMARILLO GOES DIGITAL IS CLOSED CAPTIONED FOR THE HEARING IMPAIRED. THIS PROGRAM RAN ON 1/3/09 AT 4:00 PM AND ON 1/4/09 AT 4:00 PM.	

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.	
0	*Graphic Displays*
0	*Animated Graphics*
163	*Graphic and Audio Displays*
0	*Longer Form Reminders*
Comments: A 10-SECOND ANIMATED GRAPHIC DISPLAY, WITH A MUSICAL AUDIO COMPONENT, WAS RUN IN BETWEEN PROGRAMMING CONTENT, REMINDING VIEWERS GRAPHICALLY THAT THERE ARE X DAYS UNTIL THE TRANSITION AND VISUALLY INSTRUCTING VIEWERS TO CALL 1-999-CALL-FCC AND/OR VISIT WEBISTE: WWW.DTVANSWERS.COM FOR DETAILS.	

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.	○ Yes ◉ No
Comments:	
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: A "DTV ANSWERS" WEBPAGE WITH LINKS TO: "DTVANSWERS.COM" FOR MORE INFORMATION, AND "DTV2009.GOV" TO SUBMIT FOR AND LEARN HOW TO INSTALL A CONVERTER BOX, AND LINKS, IN THE "ABOUT US" WEBPAGE, TO THE FILED "FORM 388 REPORTS".	
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:	
☐ Community Events Comments:	
☐ 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:	

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 & CEO
Signature MARC GILMOUR	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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