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. -20090109AKF

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: 12/31/2008

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	569
Total 5:00 a.m. to 1:00 a.m. CSTs	404

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	71

Total 6:00 a.m. to 9:00 a.m. CSTs	110

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	156
Total 5:00 p.m. to 10:35 p.m. CSTs	172

Comments:
DURING THIS QUARTER, 26 PSAS AND 79 CSTS WERE PROVIDED BY THE STATION'S NETWORK (ABC), 26 PSAS WERE PROVIDED BY REGIS AND KELLY LIVE, AND 517 PSAS AND 325 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 February 17, 2009.

Total number of 30 Minute Informational Programs	3

Comments:
THE 30 MINUTE PROGRAM, COUNTDOWN TO DTV, WAS PROVIDED BY THE NAB AND WAS CLOSED CAPTIONED. THIS PROGRAM RAN ON 10/04/2008.

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 12/20/08 AT 2:00 PM AND ON 12/24/08 AT 12:35 PM.

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*
295	*Graphic and Audio Displays*
0	*Longer Form Reminders*

Comments:
A 10-SECOND ANIMATED GRAPHIC DISPLAY, WITH A MUSICAL AUDIO COMPONENT, AND RUN IN BETWEEN PROGRAMMING CONTENT, THAT REMINDS VIEWERS GRAPHICALLY THERE ARE X DAYS UNTIL THE TRANSITION AND VISUALLY INSTRUCTING VIEWERS TO CALL 1-888-CALL-FCC AND/OR VISIT WEBSITE: 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 CONVERTER BOX COUPONS 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 GENERAL MANAGER
Signature MARC GILMOUR	Date (mm/dd/yyyy) 01/09/2009

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