

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090109AHX	
Licensee SCRIPPS HOWARD BROADCASTING COMPANY					
Call Sign KMCI		Facility Id 42636		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
LAWRENCE	KS	DOUGLAS	66046 -		
Nielsen DMA KANSAS CITY		World Wide Web Home Page Address WWW.KMCI.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	38				
<input checked="" type="checkbox"/> Digital	36				
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)?					
<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	633
Total 5:00 a.m. to 1:00 a.m. CSTs	184
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	176
Total 6:00 a.m. to 9:00 a.m. CSTs	2

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	74
Total 5:00 p.m. to 10:35 p.m. CSTs	120

Comments:

ADDITIONALLY FROM 1:00AM TO 4:59AM KMCI AIRED 202 DTV PUBLIC SERVICE ANNOUNCEMENTS.

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
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Comments:

ON NOVEMBER 30, 2008 FROM 4:00-4:30PM THE PROGRAM "COUNTDOWN TO DTV" AIRED ON KMCI.

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?

138	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. Yes No

Comments:

ON DECEMBER 18, 2008 AT 6:38PM KMCI TURNED OFF THE ANALOG BROADCAST WITH A 60 SECOND MESSGE STATING THAT IF YOU ARE SEEING SNOW AND CAN READ THIS MESSAGE, THEN YOU ARE NOT READY FOR THE DTV TRANSISION. FOR INFORMATION CALL 816-932-4321 TO TALK TO SOMEONE ABOUT YOUR OPTIONS. FROM 5:00 TO 7:00PM A CRAWL RAN INFORMING VIEWERS THAT IF THEY HAD QUESTIONS ABOUT THE DTV TRANSITION CALL 816-932-4321. THERE WAS A PHONE BANK WITH ENGINEERS, RETAIL SALES EXPERTS, STATION PERSONNEL AND THE STATION GENERAL MANAGER ALL AVAILABLE TO ANSWER QUESTIONS. THIS TEAM ANSWERED AND HELPED 300 PEOPLE DURING THE 2 HOUR TIME PERIOD. EACH CALL WAS DOCUMENTED WITH A SHEET FILLED OUT BY A TEAM MEMBER INDICATING WHAT THE CALLER NEEDED HELP WITH. THESE SHEETS ARE AVAILABLE IN THE STATION DTV FILE.

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THERE IS A LINK ON THE HOME PAGE THAT OPENS A SITE WITH INFORMATION ON THE SWITCH. A COUNTDOWN CLOCK BY THE SECOND, HOW TO ACCESS HDTV AND EXPLANATIONS ON EDUCATION AND FREQUENTLY ASKED QUESTIONS.	
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 Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: NOVEMBER 25TH KMCI HOSTED A MEETING WITH THE FCC, KANSAS ASSOCIATION OF BROADCASTERS AND THE MISSOURI ASSOCIATION OF BROADCASTERS FROM 9:00AM - 2:00PM WITH THE GENERAL MANAGERS AND ENGINEERS FROM THE FOLLOWING TV STATIONS: KSHB KANSAS CITY, MO, KAKE WICHITA, KS, KCPT KANSAS CITY, MO, KCTV KANSAS CITY, MO, KSMO KANSAS CITY, MO, KFJX PITTSBURG, KS, KMBC KANSAS CITY, MO, KCWE KANSAS CITY, MO, KMIZ COLUMBIA, MO, KOAM PITTSBURG, KS, KOLR SPRINGFIELD, MO, KOMU COLUMBIA, MO, KOK SPRINGFIELD, MO, KOZJ SPRINGFIELD, MO, KPTS WICHITA, KS, KZTV ST. JOSEPH, MO, KRCG JEFFERSON CITY, KSNF JOPLIN, MO, KSNT TOPEKA, KS, KTMJ TOPEKA, KS, KSNW WICHITA, KS, KTKA TOPEKA, KS, KTWU TOPEKA, KS, KWCH WICHITA, KS, KSCW WICHITA, KS, KYTV SPRINGFIELD, MO, KSPR SPRINGFIELD, MO, WDAF KANSAS CITY, MO, WIBW TOPEKA, KS. TWO FCC COMMISSIONERS WERE FROM WASHINGTON, DC AND FIVE WERE FROM KANSAS CITY, MISSOURI. THE TOPIC OF THE MEETING WAS DTV EDUCATION.	
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 VP & GENERAL MANAGER
Signature CRAIG ALLISON	Date (mm/dd/yyyy) 01/09/2009

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).

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.