



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. -	
Licensee KTVU PARTNERSHIP					
Call Sign KICU-TV		Facility Id 34564		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN JOSE		CA	SANTA CLARA		95131 -
Nielsen DMA San Francisco-Oak-San Jose		World Wide Web Home Page Address WWW.BAYINSIDER/KICU		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> checkbox checked	36				
Analog					
<input checked="" type="checkbox"/> checkbox checked	52				
Digital					
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 checked="" type="checkbox"/> radio button not selected	Option One (A and D)		<input checked="" type="checkbox"/> radio button selected	Option Two (B and D)	
<input checked="" type="checkbox"/> radio button not selected	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="checkbox"/> radio button selected	DTV Education Report				
<input checked="" type="checkbox"/> radio button not selected	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	290
Total 5:00 a.m. to 1:00 a.m. CSTs	346
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	92
Total 6:00 a.m. to 9:00 a.m. CSTs	
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	82
Total 6:00 p.m. to 11:35 p.m. CSTs	106
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
Comments:	
<div style="text-align: right; padding-right: 10px;">   </div>	

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	0
Comments:	
<div style="text-align: right; padding-right: 10px;">   </div>	

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?	
<input type="text" value="0"/>	<i>Graphic Displays</i>
<input type="text" value="0"/>	<i>Animated Graphics</i>
<input type="text" value="0"/>	<i>Graphic and Audio Displays</i>
<input type="text" value="0"/>	<i>Longer Form Reminders</i>
Comments:	
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	

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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	
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:	
AT THE TOP PORTION OF KICU'S HOME PAGE THERE IS A BOX ON THE HOWS AND WHYS OF THE DTV CONVERSION WITH LINKS IN ENGLISH AND SPANISH TO A FULL PAGE WITH COMPLETE DETAILS ON THE TRANSITION, WHERE TO GET COUPONS AND A NEWS	
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:	
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	

<input checked="" type="checkbox"/> Community Events Comments: INFORMATION BOOTH IN SPANISH AND ENGLISH AT THE FIESTIAS PATRIAS DRAWS APPROXIMATELY 35,000.
<input type="checkbox"/> Other (describe) Comments:
<p>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</p> 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
	ROY G. AVILA
Signature	Date (mm/dd/yyyy)
ROY G. AVILA	10/10/2008

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