

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -	
Licensee KEZI, INC.					
Call Sign KEZI		Facility Id 34406		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
EUGENE		OR	LANE		97408 -
Nielsen DMA EUGENE		World Wide Web Home Page Address WWW.KEZI.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	9				
<input checked="" type="checkbox"/> Digital	9				
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)? <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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Application Purpose:</b>					
<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 Ticketers (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?
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Total 5:00 a.m. to 1:00 a.m. PSAs	922
Total 5:00 a.m. to 1:00 a.m. CSTs	684
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	100
Total 6:00 a.m. to 9:00 a.m. CSTs	228
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	371
Total 6:00 p.m. to 11:35 p.m. CSTs	380
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments: KEZI RAN AN ADDITIONAL 1,167 DTV PSAS DURING THIS PERIOD ON OUR DIGITAL SIDE CHANNEL, KEZI 9.2 (5A-4A)  *DOCUMENT SUPPORT IN KEZI PUBLIC FILE*	

### 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: KEZI AIRED 1 30 MINUTE PGM IN 4Q 2008 KEZI AIRED 1 30 MINUTE PGM IN 1Q 2009 (FEB'09)  *DOCUMENT SUPPORT IN KEZI PUBLIC FILE*	

### 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.	
100	Graphic Displays

100	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: KEZI AIRED ALL 100 DAYS OF DTV COUNTDOWN LEADING TO EARLY LAUNCH ON FEB 17, 2009. COUNTDOWNS WERE ALL AIRED INSIDE 5PM NEWSCAST, EVERDAY.  *DOCUMENT SUPPORT IN KEZI PUBLIC FILE*	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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: KEZI RAN A SERIES OF SPECIAL REPORTS LEADING TO EARLY DTV LAUNCH.  KEZI CREATED AN DTV LAUNCH "HELP" WEBSITE TO SUPPORT LOCAL VIEWERS FOR EARLY LAUNCH.  KEZI MANNED A 7 DAY ENGINEERING SUPPORT CALL-IN LINE TO HELP VIEWERS WITH EARLY DTV LAUNCH + 24/7 BASIC RECORDED "HELP LINE" ON STATION'S MAIN PHONE NUMBER.  *DOCUMENT SUPPORT IN KEZI PUBLIC FILE*	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: PLEASE SEE ABOVE REGARDING "EXTRA ACTIVITIES" RELATED TO EARLY DTV LAUNCH ON KEZI.COM	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: KEZI ENGINEERS DID "IN HOME" ASSISTANCE FOR ELDERLY VIEWERS DURING EARLY DTV LAUNCH...AND...SEE ABOVE FOR EXTRA ACTIVITIES	
<input type="checkbox"/> Community Events	
Comments:	
<input checked="" type="checkbox"/> Other (describe)	
Comments: KEZI FULLY COMPLIED AND OVER-PERFORMED DURING THE ENTIRE DTV LAUNCH PROCESS. THE PREPAREDNESS IN THE EUGENE DMA ENABLED 2 STATIONS (KEZI AND KLSR) TO TRANSITION TO DTV	

ON FEB 17, 2009 WITH LIMITED INTERRUPTION, PROBLEM OR COMPLAINT IN THE MARKETPLACE. IT WAS A TECHNICAL AND SUPPORT SUCCESS.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments:

THIS REPORT IS SUBMITTED LATE DUE TO A CATASTOPHIC COMPUTER FAILURE OF STATION REP (J. KNOUSE) ON APRIL 8, 2009.

I APOLOGIZE FOR THE LATE SUBMISSION, BUT WAS UNABLE TO PRODUCE REPORTS UNTIL 4/14/09.

### 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 MARKETING DIRECTOR
Signature JASON L. KNOUSE	Date (mm/dd/yyyy) 04/15/2008

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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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.

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