

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. -	
Licensee JASON L. KNOUSE			
Call Sign KEZI	Facility Id 34406		Previous Call Sign (if applicable)
Community of License			
City EUGENE	State OR	County UNITED STATES	Zip Code 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 type="checkbox"/> Digital			
Report reflects information for quarter ending: 06/30/2008			
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	457
Total 5:00 a.m. to 1:00 a.m. CSTs	1,020
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	171
Total 6:00 a.m. to 9:00 a.m. CSTs	420
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	294
Total 6:00 p.m. to 11:35 p.m. CSTs	300
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	265
Total 5:00 p.m. to 10:35 p.m. CSTs	300

Comments:

ADDITIONAL CRTS HAVE RUN IN LIVE POLITICAL COVERAGE AND BREAKING NEWS STORIES AS A CRAWL THROUGHTOUT 2ND QUARTER 2008.

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

Comments:

KEZI-TV IS SCHEDULED TO AIR A 30 MINUTES DTV EDUCATIONAL PROGRAM IN MID TO LATE 4TH QUARTER 2008.

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:

KEZI-TV IS FULLY PREPARED TO COMPLY AND AIR OUR 100 DAY DTV COUNTOWN BEGINNING IN 4TH QUARTER 2008.

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: KEZI-TV DEVOTED HOMEPAGE BANNER ADVERTISEMENTS ON KEZI.COM DIRECTING VIEWERS TO DTVANSWERS.ORG AS WELL AS, COVERED DTV TRANSITION ISSUES IN NUMEROUS NEWS STORIES AND ON-AIR PROMOS IN PARTNERSHIP WITH A LOCAL CABLE TV OUTLET (APPROXIMATELY 5 MINUTES OF NEWS AIRTIME).	
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: HOMEPAGE BANNER AD DRIVING VIEWERS TO DTVANSWERS.ORG.	
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: KEZI-TV PARTNERED WITH A LOCAL CABLE OUTLET TO PRODUCE SPOTS COVERING DTV TO OVER-THE-AIR AND CABLE VIEWERS. THE SPOTS COVER GENERAL TRANSITION ISSUES, CONVERTER BOXES AND VOUCHERS AS WELL AS, EASY ANALOG SWITCH OPTIONS VIA DIGITAL CABLE.	

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

Comments:

KEZI-TV HAS WORKED TO CREATE MULTIPLE COMMUNITY OUTREACH PLANS FOR 3RD QUARTER 2008 SUCH AS PRODUCING A 2 MINUTE INFORMATION VIDEO TO RUN AT STATION-SPONSORED LOCAL FAIRS AND EVENTS.

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 DIRECTOR OF MARKETING, PROMOTIONS & CREATIVE SERVICES
Signature JASON L. KNOUSE	Date (mm/dd/yyyy) 07/10/2008

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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