

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. BDERCT-20080710ATL	
Licensee THE CURATORS OF THE UNIVERSITY OF MISSOURI					
Call Sign KOMU-TV		Facility Id 65583		Previous Call Sign (if applicable)	
Community of License					
City COLUMBIA		State MO	County BOONE		Zip Code 65211 -
Nielsen DMA COLUMBIA-JEFFERSON CITY		World Wide Web Home Page Address WWW.KOMU.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	8				
<input checked="" type="checkbox"/> Digital	36				
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	240
Total 5:00 a.m. to 1:00 a.m. CSTs	537
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	13
Total 6:00 a.m. to 9:00 a.m. CSTs	92
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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
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	77
Total 5:00 p.m. to 10:35 p.m. CSTs	87
Comments:	

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	2
Comments: COUNTDOWN TO DTV, PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS AIRED 5/24/08 AT 1:30 PM AND 6/22/08 AT 11:00 AM.	

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
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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON JUNE 19, 2008, KOMU'S DIRECTOR OF AUDIENCE DEVELOPMENT, MATT GARRETT, APPEARED ON KOMU'S LOCAL TALK SHOW PEPPER & FRIENDS TO DISCUSS THE UPCOMING ANALOG - DIGITAL TRANSITION. THE FIVE MINUTE SEGMENT INCLUDED THE DATE OF THE TRANSITION, WHO IT AFFECTS, CONVERTER BOX INFORMATION AND THE RESOURCES AVAILBLE FOR MORE INFORMATION (DTVANSWERS.COM, 888-DTV2009 AND KOMU.COM/DIGITAL SWITCH).	
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: THE STATION'S WEBSITE, KOMU.COM, HAS A WEBPAGE DEVOTED TO EDUCATING VISITORS ABOUT THE TRANSITION TO DIGITAL TELEVISION SERVICE. THE WEBPAGE DISCUSSES THE PROCESS VIEWERS NEED TO FOLLOW TO ENSURE CONTINUED RECEPTION OF OVER THE AIR BROADCAST SIGNALS AFTER THE TRANSTION DATE. THE WEBPAGE ALSO INCLUDES CONTACT INFORMATION AND OTHER INFORMATIVE LINKS SUCH AS DTVANSWERS.COM, DTV.GOV, ANTENNAWEB.ORG, DTV2009.GOV, GETREADYFORDIGITALTV.COM AND DIGITALTIPS.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 checked="" type="checkbox"/> Speaking Engagements	
Comments:	

KOMU CHIEF ENGINEER CHRIS SWISHER ADDRESSED THE FOLLOWING GROUPS TO PROVIDE INFORMATION ABOUT THE UPCOMING ANALOG TO DIGITAL TRANSITION. THE SESSIONS INCLUDED QUESTION AND SESSIONS WITH ATTENDEES.

ASHLAND OPTIMIST CLUB 5/17/08 ASHLAND, MO
 CALIFORNIA SR. CENTER 6/10/08 CALIFORNIA, MO
 TIPTON SR. CENTER 6/11/08 TIPTON, MO
 J.C ROTARY CLUB 6/30/08 JEFFERSON CITY, MO

Community Events

Comments:

Other (describe)

Comments:
 KOMU PRODUCED A STATION NEWSLETTER SENT TO MORE THAN 600 AREA LEADERS. INCLUDED IN THE NEWSLETTER WAS AN ARTICLE ABOUT THE UPCOMING TRANSITION, WHO IT IMPACTS, THE NECESSARY STEPS FOR VIEWERS TO FOLLOW AND CONTACTS FOR ADDITIONAL INFORMATION.

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

Comments:
 KOMU-DT 8.3 IS OUR SISTER STATION AND AN AFFILIATE OF THE CW 100 PLUS GROUP. THE CHANNEL IS CLEARED ON THE ANALOG TIER OF MANY CABLE SYSTEMS THOUGHOUT THE VIEWING AREA. IN ADDITION, MID MISSOURI'S CW IS CLEARED ON THE ANALOG TIER OF DISH NETWORK. DURING THE SECOND QUARTER MID MISSOURI'S CW AIRED 388 DTV TRANSITION PSAS AND 730 DTV CSTS.

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 BUSINESS SERVICES
Signature MARY L. SAP	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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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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