

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. -20080709APD	
Licensee HEARST-ARGYLE STATIONS, INC.					
Call Sign KCRA-TV		Facility Id 33875		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SACRAMENTO		CA	SACRAMENTO		95814 -
Nielsen DMA SACRAMENTO-STKTON-MODESTO		World Wide Web Home Page Address WWW.KCRA.COM		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"/> Analog	3				
<input checked="" type="checkbox"/> Digital	35				
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	356
Total 5:00 a.m. to 1:00 a.m. CSTs	379
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	10
Total 6:00 a.m. to 9:00 a.m. CSTs	321
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	131
Total 6:00 p.m. to 11:35 p.m. CSTs	58
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
<p>Comments:</p> <p>PSAS: KCRA AIRED A COMBINATION OF LOCALLY PRODUCED :30-SECOND DTV PSA SPOTS AND :30-SECOND DTV PSAS FROM THE NAB. THE LOCAL DTV PSA IS HOSTED BY NEWS ANCHORS DAVE WALKER AND EDIE LAMBERT. THIS SPOT PROMOTES THE UPCOMING DTV TRANSITION DATE, ADVISES VIEWERS THAT THEY MAY NOT BE ABLE TO RECEIVE A SIGNAL AFTER 2/17/09 UNLESS THEY TAKE CERTAIN STEPS, AND SENDS THE VIEWER TO KCRA.COM FOR MORE INFORMATION.</p> <p>CRAWL AND TICKER: THE DTV CRAWL AIRS MONDAY-FRIDAY IN THE 6:30PM NEWSCAST. THE TICKER AIRS MONDAY-FRIDAY IN THE MORNING NEWS FROM 6-7AM AND DURING THE LOCAL CUTAWAY POSITIONS INSIDE "THE TODAY SHOW," 7-9AM.</p> <p>THE TEXT OF THE TICKER AND CRAWL IS: "ON FEBRUARY 17, 2009, FULL-POWER ANALOG BROADCASTING WILL END AND ANALOG ONLY TELEVISIONS MAY LOSE THE SIGNAL BEING VIEWED UNLESS THE VIEWER TAKES ACTION, SUCH AS OBTAINING A CONVERTER BOX. ANALOG-ONLY TV'S SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCR'S, DVD PLAYERS, AND SIMILAR PRODUCTS. VIEWERS MAY GET MORE INFORMATION BY LOGGING ON TO WWW.KCRA.COM OR BY CALLING 1-888-DTV-2009."</p> <p>WEATHER PLUS DIGITAL CHANNEL: 449 ADDITIONAL DTV PSA TRANSITION SPOTS AIRED ON OUR WEATHER PLUS DIGITAL CHANNEL ON COMCAST CABLE. 361 PSA'S AIRED BETWEEN 5-1AM AND THE REMAINING 88 AIRED BETWEEN 1-5AM.</p>	

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	3
Comments: "KCRA 3 REPORTS: THE DIGITAL TRANSITION" AIRED ON SUNDAY, JUNE 22, 6:30-7PM. "THE DIGITAL TRANSITION" IS A HALF-HOUR SPECIAL PRODUCED BY KCRA NEWS TO HELP PREPARE VIEWERS FOR THE CONVERSION FROM ANALOG TO DIGITAL TELEVISION SCHEDULED FOR FEBRUARY 17, 2009 AT MIDNIGHT. THE SPECIAL EXPLAINS WHAT IT IS, THE HISTORY BEHIND THE SWITCH AND WHAT VIEWERS NEED TO DO TO GET READY FOR THE CHANGE. "THE DIGITAL TRANSITION" SPECIAL INCLUDES TIPS ON HOW TO BUY AND INSTALL CONVERTER BOXES, A TELEPHONE NUMBER FOR VIEWERS TO CALL IS PROVIDED AND WE SEND THE VIEWER TO KCRA.COM/DTV FOR MORE INFORMATION. THE 30-MINUTES NAB DTV SPECIAL, "COUNTDOWN TO DTV: ARE YOU READY?" AIRED ON SUNDAY, APRIL 27 AT 6:30PM AND THEN IT AIRED AGAIN ON SUNDAY, MAY 18 AT 10:30AM.	

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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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: THE FOLLOWING DTV STORIES AIRED IN VARIOUS NEWSCASTS: APRIL 14, 2008 5AM NEWS 6AM NEWS POSSIBLE CHARGE FOR CONVERTER BOXES THROUGH CABLE COMPANIES. APRIL 21, 2008 11PM NEWS HOW TO SAFELY RECYCLE YOUR TV. APRIL 22, 2008 5AM NEWS, 6AM NEWS, 12:00PM NEWS, 5PM NEWS, 6PM NEWS, 6:30PM AND 11PM NEWS ALL DAY E-WASTE EVENT AT CAL EXPO, 500K LBS OF E-WASTE COLLECTED. LIVE SHOTS AIRED IN ALL AM AND EVENING NEWSCASTS, PLUS UPDATED TOTALS FOR 11PM NEWSCASTS. APRIL 23, 2008 5PM NEWS FOLLOW UP STORY REGARDING THE TOTALS COLLECTED AT THE E-WASTE DAY PLUS STRESSING THE	

IMPORTANCE OF E-RECYCLE FOR DTV SWAP.

MAY 1, 2008

12PM NEWS

5PM NEWS

DTV MONTH AT CAPITOL.

JUNE 10, 2008

7AM NEWS

GOVERNMENT UPDATE ON SWITCH / POSSIBLE TEST MARKET CONSIDERED.

JUNE 11, 2008

6PM NEWS

11PM NEWS

GOVERNMENT CONCERNED COUPONS EXPIRING WITHOUT CONSUMERS USING THEM.

JUNE 20, 2008

6:30PM NEWS

CONVERTER BOXES SELLING OUT FAST, PLUS REMINDER ON HOW TO ORDER COUPONS.

JUNE 24, 2008

12PM NEWS

5PM NEWS

11PM NEWS

ASSEMBLY COMMITTEE HOSTS INFORMATIONAL MEETING ABOUT DTV TRANSITION.

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.

 Yes No

Comments:

THE DTV COUNTDOWN CLOCK IS POSTED ON THE FRONT PAGE OF OUR WEBSITE. BY CLICKING ON THE COUNTDOWN TV SET A WEBSITE VISITOR WILL BE DIRECTED TO THE DIGITAL PAGE FOR MORE INFORMATION. IN ADDITION TO THE DIGITAL PAGE, KCRA CALL 3 PROBLEM SOLVERS, THE CONSUMER ASSISTANCE INFORMATION PAGE, INCLUDES DTV TRANSITION INFORMATION AS WELL.

BOTH PAGES INCLUDE THE FOLLOWING DTV TRANSITION INFORMATION:

? DTV COUNTDOWN CLOCK

? DIGITAL TRANSITION FAQ

? WILL I NEED A NEW TV?

? HOW DO I KNOW IF I HAVE AN ANALOG OR DIGITAL TV?

? DO I NEED A SPECIAL ANTENNA TO RECEIVE DIGITAL TELEVISION?

? WILL I BE ABLE TO USE MY EXISTING VCR?

? HOW IS DTV DIFFERENT THAN THE CURRENT TV?

? WHERE CAN I PURCHASE A DTV CONVERTER BOX?

? WHEN CAN I GET A COUPON FOR A DTV CONVERTER BOX?

? HOW DO I SIGN UP FOR THE CONVERTER BOX COUPON PROGRAM?

? WHAT DOES HDTV MEAN FOR MY58 VIEWERS?

VIDEO STORY PRESENTATIONS ABOUT DTV ON THE WEBSITE PAGE INCLUDE THE FOLLOWING:

? IS CABLE DTV READY?

? ALL ABOUT THE CONVERTER BOX

CALL 3 CONSUMER HELP PAGE ALSO INCLUDES:

- ? GLOSSARY OF DT TERMS
- ? GUIDE TO HDTV
- ? WHAT IS DTV AND HDTV?

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.

Speaking Engagements

Comments:

CREATIVE SERVICES DIRECTOR SPOKE AT A GATHERING OF FOUR DIFFERENT LIONS CLUBS IN SACRAMENTO ON MAY 30. APPROXIMATELY 40 PEOPLE ATTENDED THE EVENT.

Community Events

Comments:

KCRA/KQCA PRESENTED AN ALL DAY E-WASTE EVENT AT CAL EXPO FOR VIEWERS TO DROP OFF OLD TVS, COMPUTERS, ETC., FROM 5AM-7PM. WE HAD LIVE COVERAGE IN ALL OF OUR NEWSCASTS THROUGHOUT THE DAY AND EVENING ENCOURAGING VIEWERS TO TAKE ADVANTAGE OF THE OPPORTUNITY TO GET RID OF THEIR OLD E-WASTE ITEMS. AS A RESULT OF THE EVENT, 500K LBS OF E-WASTE WAS COLLECTED.

Other (describe)

Comments:

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 PRESIDENT/GENERAL MANAGER
Signature ELLIOTT TROSHINSKY	Date (mm/dd/yyyy) 07/09/2008

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.