

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 BARRINGTON KIRKSVILLE, LLC			
Call Sign KTVO	Facility Id 21251	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
KIRKSVILLE	MO	ADAIR	63501 -
Nielsen DMA OTTUMWA-KIRKSVILLE	World Wide Web Home Page Address WWW.HEARTLANDCONNECTION.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	3		
<input checked="" type="checkbox"/> Digital	33		
Report reflects information for quarter ending: 12/31/2008			
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).

1/9/2009

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	332
Total 5:00 a.m. to 1:00 a.m. CSTs	215
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	49
Total 6:00 a.m. to 9:00 a.m. CSTs	106
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	119
Total 5:00 p.m. to 10:35 p.m. CSTs	119
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: 12/28/08 @ 3:30P WE AIRED DTV LOCAL SHOW 12/28/08 @ 4:30P WE AIRED NAB COUNTDOWN FOR DTV: ARE YOU READY?	

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
103	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

WE AIR 2 100 DAY COUNTDOWN CRAWLS PER DAY.

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
<p>Comments:</p> <p>WE DEVOTED THE SECOND HALF HOUR OF OUR NEWSCASTS AT 5 AND 6 P.M. ON WEDNESDAY, NOVEMBER 12, 2008, TO DTV EDUCATION. INFORMATION INCLUDED CONVERTER BOXES, HOW TO APPLY FOR A COUPON FOR A CONVERTER BOX, WHO NEEDS A CONVERTER BOX, THE ANTENNA NEEDED TO RECEIVE DTV AND A TEST OF THE DIGITAL SIGNAL TRANSMITTED BY KTVO-TV. P.M. 12/9/08</p> <p>WE HAVE MORE QUESTIONS AND COMMENTS ABOUT THE SWITCH TO DIGITAL TELEVISION, SET FOR FEBRUARY 17TH, 2009.</p> <p>I RECEIVED A LETTER FROM A VIEWER IN BEVIER WHO HAD A D-T-V CONVERTER BOX INSTALLED AND THEN WAS TOLD BY THE INSTALLER SHE WOULD BE UNABLE TO GET KTVO.</p> <p>KTVO IS BROADCASTING BOTH ANALOG AND DIGITAL SIGNALS NOW. HOWEVER, WE ARE BROADCASTING THE DIGITAL SIGNAL AT HALF POWER. THAT MEANS, AFTER THE TRANSITION TO DIGITAL-ONLY IN FEBRUARY, ONLY ABOUT HALF THE CURRENT VIEWING AREA WILL BE ABLE TO RECEIVE KTVO'S SIGNAL...AND IT PROBABLY WON'T REACH BEVIER.[SS:TAKE FULL SCREEN]</p> <p>THE LETTER I RECEIVED FROM "DORIS" ASKED, "WHAT ARE YOU GUYS TRYING TO DO TO US OLD PEOPLE ANYWAY?"</p> <p>KTVO SPENT TWO-MILLION DOLLARS TO MAKE THE TRANSITION TO DIGITAL TELEVISION BECAUSE IT WAS MANDATED BY THE FEDERAL GOVERNMENT.[CAMERA:1/SAME BOX]</p> <p>WE HOPE TO UPGRADE OUR EQUIPMENT SHORTLY AFTER THE D-T-V TRANSITION TO BROADCAST AT FULL POWER. DORIS WRITES SHE WANTS TO GET THE STATION SHE WANTS, KTVO. AND WE HOPE TO DELIVER A DIGITAL SIGNAL TO DORIS IN 2009.</p> <p>5 P.M. 12/8/08</p> <p>I RECEIVED A LETTER TODAY WITH A QUESTION ABOUT THE DIGITAL TELEVISION TRANSITION.</p> <p>A VIEWER FROM OTTUMWA ASKED ABOUT V-C-RS AND D-T-V. "BILL" WANTED TO KNOW IF PRESENT V-C-RS WOULD WORK WITH DIGITAL T-VS.</p> <p>AN ANALOG V-C-R WILL PLAY TAPES THROUGH A DIGITAL TELEVISION. AND IF YOU RECEIVE TELEVISION ON CABLE, THERE IS NO ISSUE AT ALL. YOU WOULD USE YOUR V-C-R LIKE YOU ALWAYS HAVE AFTER THE D-T-V TRANSITION.</p> <p>THE TRICKY PART, THOUGH IS RECORDING TO AN ANALOG V-C-R AFTER THE DIGITAL TRANSITION IF YOU RECEIVE THE SIGNAL OVER THE AIR.</p> <p>IT IS POSSIBLE. BUT, OUR CHIEF ENGINEER SAYS A DIGITAL CONVERTER BOX WILL HAVE TO BE INSTALLED AHEAD OF THE V-C-R. MEANING THE CONVERTER BOX WOULD NEED TO BE INSTALLED INTO THE V-C-R. AND YOU WILL HAVE TO CHANGE CHANNELS THROUGH THE CONVERTER BOX, NOT THE V-C-R.</p> <p>IF YOU NEED A CONVERTER BOX. TUNER, YOU WILL NEED ONE DIGITAL TO ANALOG CONVERTER BOX</p>	

FOR EACH DEVICE THAT ONLY HAS AN ANALOG TUNER, WHETHER THAT BE A T-V SET OR OTHER DEVICE SUCH AS A V-C-R.

AND AS A REMINDER, KTVO IS BROADCASTING ON BOTH ANALOG AND DIGITAL AROUND THE CLOCK. SO IF YOU KNOW YOU WILL NEED TO GO THROUGH A CONVERTER BOX TO PICK-UP KTVO'S SIGNAL, YOU CAN MAKE THE SWITCH NOW TO MAKE SURE YOU WILL CONTINUE TO RECEIVE OUR SIGNAL AFTER THE D-T-V TRANSITION ON FEBRUARY 17TH OF NEXT YEAR.

WE HIT OUR 2:00 DTV TESTS AT 10 MINUTES AFTER THE HOUR IN OUR 5 AND 6 P.M. NEWSCASTS ON WEDNESDAY, DEC. 17. WE OPENED EACH SHOW WITH AN EXPLANATION OF WHAT WE WOULD BE DOING.

WE RAN SOME NEWS, THEN A DETAILED DTV REPORT PRODUCED BY 6 P.M. ANCHOR/PRODUCER/REPORTER JOHN GARLOCK IN EACH SHOW.

WE HAD BRIEF WEATHER AT 5 AND BRIEF WEATHER AND SPORTS AT 6 AND ANOTHER REPORT WITH MORE DTV INFORMATION PRODUCED BY JOHN.

OUR TESTS WERE SYNCHED WITH TESTS BY THE OTHER STATION IN OUR MARKET, KYOU AND STATIONS IN THE QUINCY/HANNIBAL MARKET INCLUDING OUR SISTER STATION KHQA.

WE HIT RIGHT ON THE BUTTON BOTH TIMES. WE BROADCAST IN BOTH DTV AND ANALOG WITH CORRESPONDING GRAPHICS FOR VIEWERS TO KNOW WHICH SIGNAL THEY WERE RECEIVING.

WE EXPLAINED IN EACH NEWSCAST THAT WE HAD A PHONE BANK AND RECEIVED CALLS IN BOTH OTTUMWA AND KIRKSVILLE. THE BEST ESTIMATE NOW, INCLUDING OTTUMWA, IS AROUND 90 CALLS LAST NIGHT.

STORY AIRED THURSDAY, DEC. 18, 2008 AT 5 P.M.

WE WOULD LIKE TO TAKE A MOMENT TO ANSWER A COMMENT POSTED TO HEARTLAND CONNECTION-DOT-COM, POWERED BY KTVO.

TODAY WE NOTICED THIS POSTING...[SS:TAKE SST] "... THE "NEW" DIGITAL TV. SOMEONE IS MAKING MONEY OR THESE THINGS WOULD NOT HAPPEN! THE CHANGE TO DIGITAL IS NOT GOING TO BE THE "GREAT" THING IT IS ADVERTISED TO BE EITHER." [SS:DROP SST][CAMERA:1/LIVE]

ALL BROADCAST STATIONS ARE REGULATED BY THE FEDERAL COMMUNICATIONS COMMISSION, OR F-C-C. IT WAS THE F-C-C'S DECISION TO SWITCH BROADCAST T-V TO DIGITAL CHANNELS.

WE ARE DOING OUR BEST TO HELP YOU MAKE THE DIGITAL SWITCH AS EASILY AS POSSIBLE. THAT'S WHY YOU'LL SEE US HOLD D-T-V TESTS DURING SOME OF NEWSCASTS, TO HELP YOU SEE IF YOU ARE READY.

AND WE WANT TO MAKE IT CLEAR, THAT KTVO IS BROADCASTING A DIGITAL SIGNAL NOW. SO THAT YOU DO NOT HAVE TO WAIT FOR OUR TESTS TO SEE IF YOU CAN RECEIVE THE KTVO DIGITAL SIGNAL.

BY THE WAY, THE CRAWLS YOU SEE ACROSS THE BOTTOM OF THE SCREEN ARE SOMETHING THAT THE F-C-C REQUIRES ALL BROADCAST STATIONS TO DO.

NOT ONLY DO THEY TELL US HOW MANY TIMES TO RUN THEM, BUT WHEN DURING THE BROADCAST

DAY THEY MUST RUN.

WE WILL CONTINUE TO DO EVERYTHING WE CAN TO MAKE THE DIGITAL TRANSITION AS EASY AS POSSIBLE FOR OUR VIEWERS.

AND OF COURSE, YOU CAN ALWAYS GET YOUR DTV QUESTIONS ANSWERED AT HEARTLAND-CONNECTION-DOT-COM, BY CLICKING ON THE DTV ANSWERS TAB.

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:
ALL E-MAIL QUESTIONS ARE ANSWERED BY OUR NEWS DIRECTOR, CONTENT MANAGER OR STATION MANAGER.

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:

Community Events
Comments:

Other (describe)
Comments:
THE STATION CONDUCTED TWO SOFT DTV TESTS IN 4TH QUARTER. THESE WERE DONE IN THE 5P AND 6P NEWS ON NOVEMBER 12, 2008 AND DECEMBER 17, 2008. A PHONE BANK WAS MANNED AT THE STATION AND CERTAIN TRAINED EMPLOYEES TOOK VIEWER CALLS REGARDING THEIR REDINESS FOR THE DTV CONVERSION.

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 MELISSA BILLINGTON
Signature MELISSA BILLINGTON	Date (mm/dd/yyyy) 01/09/2009

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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