

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KHBC

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

- Option One (A and D)
 Option Two (B and D)
 Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

- Yes
 No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

- Yes
 No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> KHBC	Channel Numbers		Community of License			
	Analog	2 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	22 <input checked="" type="checkbox"/>	Hilo	Hawaii	Hawaii	96720
Licensee KHNL/KFVE License Subsidiary, LLC						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address		
2, 22			Honolulu, HI #73	www.khnl.com		

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
34846		02/01/15

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes No

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

3

Total 5:00 a.m. to 1:00 a.m. CSTs

7

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

0

Total 6:00 a.m. to 9:00 a.m. CSTs

1

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

Total 6:00 p.m. to 11:35 p.m. CSTs

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

2

Total 5:00 p.m. to 10:35 p.m. CSTs

3

Comments (add additional sheets where necessary):

2 x DTV PSA were locally-generated, 1 x DTV PSA was network (NBC) generated.

PSA Script (includes local voice tag with "Big Switch" graphic and khnl.com visual (FEMALE ANNOUNCER VOICEOVER)

Notice how digital's made pretty much everything better?

Especially television.

Digital TV's got

Better picture,

better sound,

more channels.

In fact, digital's so much better that, by law, ALL broadcast TV has to be digital by 2009

But there's a catch:

Some TV's need an upgrade to get digital. You could even lose your signal.

Get the facts.

Visit DTVAnswers.com to learn about television's switch to digital.

(MALE ANNOUNCER VOICEOVER)

Log on to khnl.com and click on "The Big Switch" for more information.

DTV CST copy = February 17, 2009...Will you be ready for the Big Switch to digital TV? Go to khnl.com and click on the Big Switch icon, or call 1-888-DTV-2009.

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

0

Comments (add additional sheets where necessary):

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 (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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 (add additional sheets where necessary):

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.

Yes No

Comments (add additional sheets where necessary):

News Reports

FEB 195:00 PM NEWS 8 AT 5

State and media leaders discuss options for HI TV users next year when the US switches from analog to digital television service (v); analog users can obtain a digital converter box which will convert the broadcast digital signal to analog without having to upgrade to a digital TV or paid cable TV service; Lt Gov Aiona*.

FEB 196:00 PM NEWS 8 AT 6

State and media leaders discussed options for HI TV users next year when the US switches from analog to digital television service (v); analog users can obtain a digital converter box which will convert the digital broadcast signal to analog without having to upgrade to a digital TV or paid cable TV service; the federal govt will issue 2 \$40 coupons per household for digital converter boxes; other options for analog users are to subscribe to a cable TV service, or purchase a new digital TV; KHNL General Mgr John Fink.

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 (add additional sheets where necessary):

FROM THE KHNL.COM WEBSITE

(site includes a countdown clock – days/hours/minutes/seconds)

A Guide to Digital Television in Hawaii

By Daisy Whitney

By now you've probably heard about digital television. You know that local TV stations around the country are transitioning to digital TV. But you might not know what that means for you. Here's a guide to help you understand the new universe of digital TV.

Broadcasters are changing to digital because the government has mandated that local TV stations must provide their programming in the new broadcasting technology known as digital TV. Digital brings a crisper, clearer look to your TV picture. Digital technology also lets broadcasters transmit network programming in high-definition as well, also a much sharper picture. Finally, digital technology is also more efficient and frees up space to transmit other information, such as safety services or additional channels. Nearly all local stations are currently sending their programming today in digital, but they also are continuing to transmit their signals in analog. But,

they will no longer transmit their programs in analog after Feb. 17, 2009, per the government mandate.

However you won't lose your local programming on that date. Nor do you have to rush out today to buy a new set. But here's what you will need to know to keep receiving your regular programs from the local station.

The big question you probably have is what do you need to buy?

All high-definition sets are also digital, but not all digital sets are high-definition.

If you decide to take the high-definition plunge, you'll need a new set. High-definition sets have dropped significantly in price the last few years. While you can still spend several thousand for a fancy model to hang on the wall or stretch across your living room, the good news is you can also buy a high-definition set for under \$500 today. Head into any electronics retailer that sells TVs and you should be able to find one. You may want to check a consumer guide in advance for specific details on makes and models.

Once you've got the set, you'll either need to sign up for high-definition programming from your cable provider or satellite operator. But if you don't have cable, you can still get high-definition signals and digital TV. You simply need an antenna appropriate for your location receive your local programming free over the air on your new high-definition set.

Also, remember that if you don't want to invest in a high-definition TV, your set won't go dark on Feb. 18, 2009. You can essentially turn your analog TV of today into a TV that receives digital signals simply with a converter box. You might even be eligible to receive a government subsidy towards the purchase of one. You can also buy a converter box from most electronics stores like Circuit City, Best Buy, Radio Shack or a locally-owned dealer.

When you go to the store, simply tell the salesperson that you need a high-definition receiver to get digital signals. By the end of 2007 more than 47 million households in the United States will have high-definition TV sets, up from 35 million at the end of 2006. Also, by the end of 2007, only 16 million of those 47 million homes will have hooked up their high-definition sets to high-definition programming, according to Jupiter Research. Many consumers don't realize they must sign up for HD programming from their cable or satellite operator, or use rabbit ears to receive the programming free via their local broadcaster.

So if you do buy that new set, don't forget to get the programming too!

Top Stories

What is digital television (DTV)?

What is the digital TV transition?

What is the February 17th, 2009 DTV deadline date?

Why are we switching to DTV?

Is HDTV the same thing as DTV?

Will I need a new TV?

Once broadcasters transition from analog to digital, will analog televisions will be obsolete?

How do I get DTV or HDTV?

Will I be able to use my VCR, DVD player and camcorder

with an HDTV set?
Do I already have DTV via digital cable or satellite

DTV FAQs
DTV Glossary
TV Types: Facts at a Glance

DTV Shoppers' Guide

It's High Time for High-Def

With a federal deadline changing the way TV signals are broadcast less than two years away, now is the time to purchase an HDTV. This primer will help you figure out what to buy.

What You Should Know Before You Buy

No need to feel overwhelmed by the Digital TV transition; here's what you need to know before you go shopping for updated equipment.

Terms You Need to Know

Take this cheat sheet along when you go shopping.

Questions & Answers from The Video Guru

The Video Guru - Q&A: What is the difference between analog and digital?

The Video Guru - Q&A: When does the change take place?

The Video Guru - Q&A: Will I have to buy a DTV?

The Video Guru - Q&A: What is HD ready / HD compatible?

The Video Guru - Q&A: What do I need to watch HDTV?

Additional DTV Resources

Troubleshooting DTV Reception with an Antenna

DTV Publications □ What's On DTV? □ National Association of Broadcasters DTV Information Site □ Digital Television Transition Coalition □ NTIA Converter Box Information □ HDTV Magazine DTV Primer □ Consumer Electronics Retailers DTV Q&A □ Antenna Consumers Guide □

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 (add additional sheets where necessary):

Kapahulu Senior Center
3410 Campbell Avenue
Friday, February 15, 2008
1pm
Speakers - John Fink (KHNL VP/GM) and Keith Aotaki (KHNL Director of Engineering)

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

Additional DTV PSAs (captioned) aired 1/1 - 3/30/08 (13 = 5a-1a, 1 = 6a-9a, 10 = 5p-10:30p)

Additional DTV PSAs (not closed captioned) aired 1/1 - 3/30/08 (110 = 5a-1a, 17 = 6a-9a, 23 = 5p-10:30p)

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 Daniel Schmidt	Typed or Printed Title of Person Signing Program Director
Signature <input checked="" type="checkbox"/>	Date 04/08/08

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