

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 MCGRAW-HILL BROADCASTING COMPANY, INC.					
Call Sign KGTV		Facility Id 40876		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN DIEGO		CA	SAN DIEGO		92102 -
Nielsen DMA SAN DIEGO		World Wide Web Home Page Address WWW.10NEWS.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	10				
<input checked="" type="checkbox"/> Digital	25				
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	749
Total 5:00 a.m. to 1:00 a.m. CSTs	273

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	72
Total 6:00 a.m. to 9:00 a.m. CSTs	91

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	166
Total 6:00 p.m. to 11:35 p.m. CSTs	91

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

Comments:

WE ALSO AIRED 669 PSAS BETWEEN 1:00AM AND 5:00AM.

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
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Comments:

WE AIRED THE NAB'S SPANISH DTV PROGRAM ON AZTECA AMERICA ON JUNE 23, 2008 AT 5:00AM.

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:	

APRIL 30: DTV STORY ON 10NEWS.
 MAY 12: PRODUCED SPANISH DTV NEWS SEGMENT FOR AZTECA AMERICA: ADDED TO ROTATION 1 OF 4 SEGMENTS M-F 8-12MID
 MAY 13: DTV STORY ON 10NEWS
 MAY 27: PRODUCED SECOND SPANISH DTV NEWS SEGMENT FOR AZTECA AMERICA. REPLACED CURRENT SEGMENT'S ROTATION.
 JUNE 6: DTV STORY ON 10NEWS

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:
 DTV INFORMATION ON 10NEWS.COM AND AZTECASD.COM. DTV NEWS STORY VIDEO POSTED ON 10NEWS WEB SITE ALONG WITH A COUNTDOWN CLOCK.

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:
 DTV FLYERS (SPANISH & ENGLISH) HANDED OUT AT:
 4/20 EARTH FAIR
 5/5 CINCO DE MAYO EVENT (SIGNED UP 45 PEOPLE FOR CONVERTER BOX COUPONS)
 5/10 SUPER NANNY CASTING CALL AT MOR FURNITURE
 5/15 CHRONICLES OF NARNIA MOVIE SCREENING
 5/18 QUINCEANERA EXPO (SIGNED UP 20 PEOPLE FOR CONVERTER BOX COUPONS)

Other (describe)

Comments:
 APRIL: DTV ARTICLE PRINTED IN NON-PROFIT NEWSLETTER, MANA DE SAN DIEGO: A LATINA ORGANIZATION
 APRIL 7: DTV STORY ON 10NEWS AND POSTED ON WEB
 APRIL 8: VIEWED NAB WEBCAST "MAKING THE SWITCH TO DIGITAL TELEVISION"
 APRIL 8 EMAILED DTV ARTICLE TO:
 ALPHA PROJECT FOR THE HOMELESS, AQUATIC ADVENTURES SCIENCE EDUCATION FOUNDATION, ALZHEIMER'S ASSOCIATION SD, ARTS A REASON TO SURVIVE, ASELTINE SCHOOL, ATHLETES FOR

EDUCATION, BACKYARD TOURIST, BARRIO LOGAN COLLEGE INSTITUTE, BAYSIDE COMMUNITY CENTER, BIG BROTHERS/SISTERS, BOYS & GIRLS CLUB OF CARLSBAD, BOYS & GIRLS CLUB OF NATIONAL CITY, BURN INSTITUTE, CARINGTOWN INC., CASA DE AMPARO, CENTER FOR COMMUNITY SOLUTIONS, CHRISTIE'S PLACE, COASTAL GERMAN SHEPARD RESCUE, COMPUTERS 2 SD KIDS, CRISPE, DANCING AFTER SCHOOL, DRESS FOR SUCCESS SAN DIEGO, DS ACTION, ELDERHELP OF SAN DIEGO, ELEMENTARY INSTITUTE OF SCIENCE, EMILIO NARES FOUNDATION, ESCONDIDO CHILDREN'S MUSEUM, GIRLS ON THE RUN, GUIDE ON, HELPING AFGHAN REFUGEE CAMPS, HISPANIC CHAMBER OF COMMERCE, INTERNATIONAL RELIEF TEAMS, JACOBS INTERNATIONAL TEAM LEADERSHIP INSTITUTE, KIDS INCLUDED TOGETHER, LA CUNA INC., LUPIS FOUNDATION OF SOCAL, MAAC PROJECT, MARIACHI SCHOLARSHIP FOUNDATION, MEALS ON WHEELS GREATER SD, NATIONAL ALLIANCE ON MENTAL ILLNESS, NAVAL TRAINING CENTER FOUNDATION, NEW HOPE FOR WOMEN AND CHILDREN, OAKS & ACORNS, OFFICERS' WIVES' CLUB OF CAMP PENDLETON, OPERATION HOMEFRONT, PARKINSON'S DISEASE ASSOCIATION OF SAN DIEGO TEAM CATHERINE, PLAYWRIGHTS PROJECT, POSTPARTUM HEALTH ALLIANCE, RONALD MCDONALD HOUSE CHARITIES, SALVATION ARMY, SAN DIEGO CENTER FOR CHILDREN, SAN DIEGO JUNIOR THEATER, SAN DIEGO OCEAN'S FOUNDATION, SAN DIEGO ORGANIZING PROJECT, SAN DIEGO RESCUE MISSION, SAN DIEGO URBAN LEAGUE, SCRAPBOOK ROYALTY, SECOND CHANCE, SERVING HANDS INTERNATIONAL, SET FREE BAPTIST FELLOWSHIP, SHAKTI RISING, SOCIAL ADVOCATES FOR YOUTH, SOROPTIMIST INTERNATIONAL OF VISTA, SPECIAL OLYMPICS SOCAL, ST. MADELEINE SOPHIE'S CENTER, ST. VINCENT DE PAUL VILLAGES, STAND UP FOR KIDS, TARIQ KHAMISA FOUNDATION, THE ANGEL'S DEPOT, THE ANGELS FOSTER FAMILY AGENCY, THE ARC OF SAN DIEGO, THE CHILDREN'S INITIATIVE, BOYS & GIRLS CLUB OF SAN MARCOS, THE LEUKEMIA & LYMPHOMA SOCIETY, TOWNSPEOPLE, UCAN, UNITED CEREBRAL PALSY, VOICES FOR CHILDREN, WELCOME HOME, WOMEN'S EMPOWERMENT INTERNATIONAL

APRIL 9: SALVATION ARMY SENT THE INFORMATION TO 19 FAMILY SERVICE CENTERS LOCATED THROUGHOUT SAN DIEGO, IMPERIAL, RIVERSIDE AND SAN BERNARDINO COUNTIES.

APRIL 9: SENT ENGLISH AND SPANISH PSAS TO THE SWEETWATER UNION HIGH SCHOOL DISTRICT'S COMMUNICATIONS DEPARTMENT WHO OFFERED TO DO VIDEO ANNOUNCEMENT AT EACH OF THEIR 22 SCHOOLS. THEY ALSO INCLUDED THE DTV MESSAGE IN THEIR "CURRENTS" PUBLICATIONS WHICH IS A MONTHLY FLYER THAT GOES OUT TO ALL EMPLOYEES.

APRIL 28: EMAILED KGTV/AZTECA SAN DIEGO STAFF TO BECOME DTV AMBASSADORS AND FORWARD FLYERS TO FRIENDS, FAMILY, RELATIVES

APRIL 29: DTV ARTICLE PUBLISHED IN NON-PROFIT, CHICANO FEDERATION, SPRING 2008 NEWSLETTER. NEWSLETTER DISTRIBUTION IS 800 PEOPLE.

MAY 7: 300 FLYERS SENT TO CHICANO FEDERATION FOR DISTRIBUTION

AIRED 1,880 PSAS ON AZTECA AMERICA SAN DIEGO.

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 <i>Linda A. Blake</i>	Typed or Printed Title of Person Signing EXEC. ASST. TO VP/GM
Signature LINDA A. BLAKE	Date (mm/dd/yyyy) 07/07/2008

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

Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 658904

Description: SECOND QUARTER 2008 DTV EDUCATION REPORT

Application Reference Number: 20080709AJE

Successfully filed at Jul 9 2008 2:32PM

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