

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. -20090112ANO	
Licensee KGO TELEVISION, INC.					
Call Sign KGO-TV		Facility Id 34470		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN FRANCISCO		CA	SAN FRANCISCO		94111 - 1450
Nielsen DMA SAN FRANCISCO-OAK-SAN JOSE		World Wide Web Home Page Address WWW.ABC7NEWS.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	7				
<input checked="" type="checkbox"/> Digital	24				
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	538
Total 5:00 a.m. to 1:00 a.m. CSTs	435

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	40
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Total 6:00 a.m. to 9:00 a.m. CSTs	99
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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	212
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Total 6:00 p.m. to 11:35 p.m. CSTs	100
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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	
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Total 5:00 p.m. to 10:35 p.m. CSTs	
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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
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Comments:

12/14/08, 10-10:30AM

PROGRAM TITLE: "BEYOND THE HEADLINES"

PROGRAM DESCRIPTION: OUR LOCAL PUBLIC AFFAIRS SHOW, "BEYOND THE HEADLINES" FEATURED ABC 7 CONSUMER SPECIALIST MICHAEL FINNEY WHO ADDRESSED THE UPCOMING DTV CONVERSION. THE 100 DAY COUNTDOWN CLOCK PROMINENTLY APPEARED IN THIS LONG FORM PROGRAM.

12/20/2008

PROGRAM TITLE: COUNTDOWN TO DTV: ARE YOU READY?"

PROGRAM DESCRIPTION: ON FEBRUARY 17, 2009 THE ERA OF ANALOG BROADCAST TELEVISION IN THE UNITED STATES WILL END AS THE NATION'S FULL POWER TELEVISION STATIONS COMPLETE THEIR TRANSITION TO AN ALL-DIGITAL SYSTEM. WHILE THIS CHANGE WILL MARK THE END OF THE TRADITIONAL ANALOG METHOD OF BROADCASTING OVER-THE-AIR TELEVISION, IT WON'T SIGNAL THE END OF FREE BROADCAST TELEVISION, AND YOUR FAVORITE BROADCAST PROGRAMS AND LOCAL TELEVISION STATIONS WILL STILL BE AVAILABLE. THIS PROGRAM PROVIDES IMPORTANT DETAILS, AND EXPLAINS HOW TO PREPARE YOUR HOUSEHOLD FOR THE DIGITAL CONVERSION.

THIS PROGRAM ALSO AIRED 32 TIMES ON D2 (SECONDARY DIGITAL CHANNEL).

### 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?

52	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
112	<i>Graphic and Audio Displays</i>
1	<i>Longer Form Reminders</i>
<p>Comments:</p> <p>GRAPHIC DISPLAYS: ON NOVEMBER 10, 2008, THE ABC NETWORK BEGAN AIRING A 100-DAY COUNTDOWN CLOCK GRAPHIC, ONE (1) TIME PER DAY, MONDAY THROUGH SUNDAY, FOR A TOTAL OF 52, DURING "GOOD MORNING AMERICA." THE GRAPHIC IS SCHEDULED TO RUN DURING THE LAST HALF-HOUR OF THE PROGRAM (8:30-9:00 A.M.), AND PROMOTES THE TOLL-FREE PHONE NUMBER AND THE WEB SITE ON ALTERNATE DAYS.</p> <p>LONG FORM REMINDER: ON 12/14/08, 10-10:30AM, OUR LOCAL PUBLIC AFFAIRS SHOW, "BEYOND THE HEADLINES" FEATURED THE 100 DAY COUNTDOWN CLOCK PROMINENTLY DURING THE ENTIRE PROGRAM.</p>	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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>ABC 7 NEWS - 5PM - 10/14/08: THIS REPORT DISCUSSED THAT SOME COMPANIES WERE CHARGING TOO MUCH SALES TAX ON CONVERTER BOX SALES.</p> <p>ABC 7 NEWS - 4:30AM, 5AM, 6AM, 11:30AM, 5PM, 6PM, 11PM - 10/20/08: FULL SCREEN ANNOUNCEMENT OF DTV SOFT TEST SCHEDULED 10/21/08 AT 6:15PM.</p> <p>ABC 7 NEWS - 5PM - 10/20/08: THIS REPORT PREVIEWED THE 10/21 DTV SOFT TEST AND EXPLAINED THE DTV TRANSITION.</p> <p>ABC 7 NEWS - 4:30AM, 5AM, 6AM, 11:30AM, 5PM - 10/21/08: FULL SCREEN ANNOUNCEMENT OF DTV SOFT TEST SCHEDULED SAME NIGHT AT 6:15PM.</p> <p>ABC 7 NEWS - 6PM 10/21/08: FOLLOWING THE DIGITAL SOFT TEST, REPORT EXPLAINING WHAT VIEWERS SHOULD DO OR WHO TO CALL FOR HELP WITH DTV CONVERSION.</p> <p>ABC 7 NEWS - 11PM - 10/21/08: THIS REPORT RECAPPED THE DTV SOFT TEST THAT HAPPENED EARLIER AT 6:15PM, LIVE FROM THE 211 CALL CENTER.</p> <p>KGO-TV/DT PARTICIPATED IN A MARKET WIDE DTV SOFT TEST FOR SEVERAL MINUTES ON 10/21/08 &amp; 12/18/08 BETWEEN 6PM &amp; 7PM, AND BETWEEN 7PM &amp; 8PM. THIS ENABLED VIEWERS TO CHECK ALL TV SETS IN THEIR HOUSEHOLDS (INCLUDING KITCHEN, BEDROOMS, DEN, ETC.) TO DETERMINE DIGITAL READINESS.</p> <p>ABC 7 NEWS - 5PM - 11/13/08: THIS REPORT REMINDED VIEWERS ABOUT THE DTV TRANSITION AND WHAT THEY NEEDED TO DO TO BE READY.</p> <p>ABC 7 NEWS - 5PM &amp; 6PM - 12/17/08: REPORT DISCUSSED THE DTV ASSISTANCE CENTERS IN THE BAY AREA AND ACROSS THE COUNTRY THAT SPECIFICALLY TARGETED COMMUNITIES THAT WERE NOT GETTING INFORMATION ABOUT THE DTV TRANSITION.</p>	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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:	

ONGOING -

DTV TRANSITION COUNTDOWN CLOCK: A "DTV TRANSITION COUNTDOWN CLOCK" WAS ADDED TO THE ABC7NEWS.COM HOME PAGE ON 11/6/08, AND PROVIDES A LINK TO THE FCC'S INFORMATIONAL WEBSITE ON THE DIGITAL TRANSITION.

LOCAL 30 MIN. "BEYOND THE HEADLINES" SHOW ADDRESSING THE DTV CONVERSION POSTED ON WEBSITE.

WEBSITE PLAYS :30 DTV TRANSITION PSA ON WEBSITE VIDEO ACCESS PLAYER ON A ROTATING BASIS.

30 MIN. NAB DTV SHOW (COUNTDOWN TO DTV: ARE YOU READY?) ON WEBSITE PROGRAMMING AND TECHNOLOGY PAGES.

"7 ON YOUR SIDE" LOCAL NEWS REPORT RE- DTV TRANSITION POSTED ON WEBSITE.

OFFERED IMPORTANT WEB LINKS, A "HOW-TO" SECTION, AND ANSWERS TO DTV TRANSITION FAQ (FREQUENTLY ASKED QUESTIONS) PAGE THAT IS LINKED TO THE OFFICIAL DTV TRANSITION WEBSITE.

**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:  
 ON 11/11/08, PUBLIC AFFAIRS DIRECTOR SPOKE TO A GROUP OF STUDENTS FROM U.C. BERKELEY, AND INCLUDED THE DTV TRANSITION IN HER DISCUSSION.  
  
 ON 11/20/08, THE ABC 7 LISTENS COMMUNITY MEETING HELD IN CAMPBELL, CA. INCLUDED THE DTV TRANSITION IN THE DISCUSSION.

Community Events

Comments:  
 KGO-TV/DT ENG. DEPT. PROVIDED VOLUNTEERS FOR THE PHONE BANKS AT THE 211 CALL CENTER IN HAYWARD DURING AND AFTER MARKET WIDE DTV SOFT TESTS ON 10/21/08 & 12/17/08 BETWEEN 6-7PM, AND 7-8PM. VOLUNTEERS ANSWERED TECHNICAL QUESTIONS ABOUT CONVERTER BOX INSTALLATION, AND THOSE REGARDING THE DTV TRANSITION.

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:  
 KGO-TV PROGRAMMING DEPARTMENT REGULARLY TOOK PHONE CALLS FROM THE PUBLIC AT LARGE ABOUT DTV CONVERTER BOXES, INSTALLATION, AND THE DTV TRANSITION IN GENERAL.

<b>Station Certification</b>	
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 PROGRAMMING COORDINATOR

Signature  
GREGORY A. GIUSSO

Date (mm/dd/yyyy)  
01/12/2009

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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