

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20081010BEL	
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: 09/30/2008					
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	
<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	223
Total 5:00 a.m. to 1:00 a.m. CSTs	401

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	5
Total 6:00 a.m. to 9:00 a.m. CSTs	100

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	57
Total 6:00 p.m. to 11:35 p.m. CSTs	76

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:

**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	1
--	---

Comments:  
 ON 8/15/08, AIRED 1X ON 7.0 (ANALOG) AND SIMULCAST ON 7.1 (PRIMARY DIGITAL CHANNEL).  
 AIRED 25 TIMES ON D2 (SECONDARY DIGITAL CHANNEL)  
 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.

**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	<i>Longer Form Reminders</i>
Comments:	

**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
Comments: ABC 7 NEWS - 5PM - 7/15/08: THIS REPORT DISCUSSED THE CONCERN OVER NON-ENGLISH SPEAKING PEOPLE NOT BEING AWARE OF THE PENDING TRANSITION TO DIGITAL TV.  ABC 7 NEWS - 5PM - 7/30/08: THIS REPORT TALKED ABOUT HOW SOME PEOPLE WHO WERE USING A COUPON TO BUY A CONVERTER BOX WERE NOT BEING CHARGED THE CORRECT SALES TAX.  ABC 7 NEWS - 6PM - 9/8/08: THIS REPORT COVERED THE START OF THE DTV SWITCHOVER AS WILMINGTON, N.C. BECAME THE FIRST MARKET TO CONVERT.  ABC 7 NEWS - 5PM & 9PM - 9/11/08: THIS REPORT COVERED THE BAY AREA APPEARANCE OF FEDERAL OFFICIALS TO TALK ABOUT THE DTV CONVERSION.  ABC 7 NEWS - 6PM - 9/11/08: THIS REPORT EXPLAINED WHAT THE DTV CONVERSION MEANS TO VIEWERS AND WHAT THEY NEEDED TO KNOW TO BE READY BY 2/17/09.	
<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: WEBSITE PLAYS :30 DTV TRANSITION PSA ON WEBSITE VIDEO ACCESS PLAYER ON A ROTATING BASIS.  THIRTY MINUTE NAB DTV SHOW (COUNTDOWN TO DTV: ARE YOU READY?) POSTED TO WEBSITE PROGRAMMING AND TECHNOLOGY PAGES.  POSTED 7 ON YOUR SIDE NEWS REPORT REGARDING DTV TRANSITION.  WEBSITE ADDED IMPORTANT WEB LINKS, A "HOW-TO" SECTION, AND MORE ANSWERS TO ITS DTV TRANSITION FAQ (FREQUENTLY ASKED QUESTIONS) PAGE THAT IS ALSO LINKED TO THE OFFICIAL DTV TRANSITION WEBSITE.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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.	
<input checked="" type="checkbox"/> Speaking Engagements  Comments: ON 9/2/08, COMMUNITY RELATIONS MANAGER SPOKE TO A JOURNALISM CLASS OF TEN STUDENTS AT SAN FRANCISCO STATE AND INCLUDED THE DTV TRANSITION IN HER DISCUSSION.	
<input type="checkbox"/> Community Events  Comments:	
<input type="checkbox"/> 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 PROGRAMMING COORDINATOR
Signature GREGORY A. GIUSSO	Date (mm/dd/yyyy) 10/10/2008

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).

#### FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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