

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. -20080711ADV	
Licensee CHANNEL 51 OF SAN DIEGO, INC.					
Call Sign KUSI-TV		Facility Id 10238		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN DIEGO		CA	SAN DIEGO		92123 -
Nielsen DMA SAN DIEGO		World Wide Web Home Page Address WWW.KUSI.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	51				
<input checked="" type="checkbox"/> Digital	18				
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	
<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	282
Total 5:00 a.m. to 1:00 a.m. CSTs	226
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	12
Total 6:00 a.m. to 9:00 a.m. CSTs	22
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	75
Total 6:00 p.m. to 11:35 p.m. CSTs	55
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 | 0

Total 5:00 p.m. to 10:35 p.m. CSTs | 0

Comments:  
AS NOTED ABOVE, KUSI-TV HAS FAR EXCEEDED THE MINIMUM NUMBER OF SPOTS REQUIRED. IN ADDITION TO THE ABOVE, THROUGHOUT THE QUARTER, 24 DIGITAL TRANSITION PSA'S WERE ALSO INTEGRATED WITH LIVE WITH REGIS & KELLY AND AIRED BETWEEN 9:00 A.M.-10:00 A.M.

**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:  
\*THIS CAMPAIGN WILL START 11/10/08 AND CONTINUE THROUGH 2/17/08.

**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.  Yes  No

Comments:  
NEWS STORIES RELATING TO THE DIGITAL TRANSITION AIRED ON MAY 12, 2008 DURING OUR 6:00 P.M. NEWS AND ON JUNE 14, 2008 DURING GOOD MORNING SAN DIEGO.

**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:  
THE KUSI WEBSITE CONTAINS A DETAILED SECTION TOTALLY RELATED TO THE DTV CONVERSION. THIS INCLUDES A Q & A SECTION, AS WELL AS NEWS STORIES EXPLAINING THE BENEFITS AND REASONS BEHIND THIS CONVERSION.

**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:

**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  
PRESIDENT & GENERAL MANAGER

Signature

MICHAEL D. MCKINNON

Date (mm/dd/yyyy)

07/09/2008

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**

**The FCC Acknowledges Receipt of Comments From ...  
Channel 51 of San Diego, Inc.  
...and Thank You for Your Comments**

**Your Confirmation Number is: '2008710345035 '**

**Date Received: Jul 10 2008**

**Docket: 07-148**

**Number of Files Transmitted: 1**

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*updated 12/11/03*

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**

**Account number: 377764**

**Description: KUSI-TV/DT DTV SECOND QUARTER ACTIVITY REPORT - 7-2008**

**Application Reference Number: 20080711ADV**

**Successfully filed at Jul 11 2008 5:58PM**

Based on the information supplied, no fee is required.

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