

Federal Communications Commission

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Account number: 851740

Description: KYVE 2ND QUARTER 2009 DTV EDUCATION REPORT
Application Reference Number: 20090710AAE
Successfully filed at Jul 10 2009 8:47AM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090710AAE	
Licensee KCTS TELEVISION			
Call Sign KYVE		Facility Id 33752	Previous Call Sign (if applicable)
Community of License			
City YAKIMA	State WA	County YAKIMA	Zip Code 98901 -
Nielsen DMA YAKIMA-PASCO-RCHLND-KNNWCK	World Wide Web Home Page Address WWW.KYVE.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2015
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	47		
<input checked="" type="checkbox"/> Digital	21		
Report reflects information for quarter ending: 06/30/2009			
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 type="radio"/> Option Two (B and D) <input checked="" type="radio"/> Option Three (C and D)			
Over the past quarter, if you have fully complied with the requirements of the selected option?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
Comments: PLEASE SEE FINAL COMMENT BOX BELOW.			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)? If YES, Complete Section E		<input type="radio"/> Yes <input checked="" type="radio"/> No	
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for 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 C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<input type="radio"/> Yes <input checked="" type="radio"/> 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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..	
Total number of 30 Minute Informational Programs	3
Comments: PLEASE SEE FINAL COMMENT BOX BELOW.	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments: PLEASE SEE FINAL COMMENT BOX BELOW.	

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: INTERVIEW WITH STATION CHIEF ENGINEER REGARDING THE CONVERSION DURING PLEDGE BREAKS; END OF ANALOG MESSAGE CRAWL SUPER-IMPOSED ON SCREEN EVERY QUARTER HOUR FROM JANUARY UNTIL JUNE 11, 2009 VIEWED BY OVER-THE-AIR SIGNAL RECIPIENTS.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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: THE WEBSITE FEATURED A DTV READINESS QUIZ AND SURVEY, FEATURES A LINK TO LOCAL WALK-IN DTV HELP CENTERS, FEATURES A LINK TO THE FCC CONSUMER DTV FACTS SHEET, A LINK TO THE FEDERAL DTV COUPON FORM, A DIGITAL FAQ SHEET, A PRINTABLE DTV GUIDE, A LINK TO THE BLOG ON DTV HOSTED BY THE STATION CHIEF ENGINEER, A LINK TO THE INFORMATION SHEET PROVIDED BY THE NATIONAL ASSOCIATION OF BROADCASTERS (ALSO AVAILABLE IN SPANISH) AND A LINK TO A "CONTACT KCTS 9 FOR HELP" PAGE. THERE IS A DEDICATED E-MAIL ADDRESS TO SEND QUESTIONS TO AND A 1-800 NUMBER TO CALL WITH QUESTIONS. INFORMATION ABOUT THE DTV TRANSITION IS ALSO INCLUDED IN THE MONTHLY E-ZINES AND E-NEWSLETTERS DISTRIBUTED TO SEVERAL THOUSAND VIEWERS.	
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:

DURING THE PAST QUARTER, STATION KYVE CONTINUED TO GREATLY EXCEED THE TOTAL REQUIRED AMOUNT OF DTV CONSUMER EDUCATION SPOTS AND AIRTIME. HOWEVER, KYVE FAILED TO STRICTLY COMPLY WITH THE REQUIREMENTS IN THE FOLLOWING RESPECTS:

ON TWO DAYS (4/20 AND 6/4), KYVE AIRED ONLY 165 SECONDS OF DTV CONSUMER EDUCATION INSTEAD OF THE REQUIRED 180 SECONDS. ALSO, ON ONE DAY (4/27), KYVE AIRED ONLY 135 SECONDS OF DTV CONSUMER EDUCATION INSTEAD OF THE REQUIRED 180 SECONDS. IN ADDITION, FOR 4 DAYS DURING THIS QUARTER, KYVE FAILED TO AIR AN "ANTENNA" NOTICE DURING THE SPECIFIED HOURS OF 8 A.M. AND 11:35 P.M. (ON 3 OF THOSE 4 DAYS, THE ANTENNA SPOTS WERE AIRED, BUT OUTSIDE OF THOSE HOURS). FINALLY, DURING THE WEEK OF APRIL 13, KYVE ONLY AIRED 2 OF ITS RESCANNING NOTICES DURING PRIMETIME HOURS, INSTEAD OF THE 3 REQUIRED; AND DURING THE SHORT WEEK OF APRIL 1, KYVE DID NOT AIR ITS HELP CENTER SPOTS DURING PRIMTETIME.

KYVE DETERMINED THAT THE MINOR LAPSES WERE DUE TO OPERATOR ERROR AND/OR RELIANCE ON PROGRAM SCHEDULING FLIGHTS THAT DID NOT STRICTLY COMPLY WITH THE REVISED GUIDELINES AND TIME FRAMES, AND MOVED QUICKLY TO CORRECT THESE ISSUES. NONETHELESS, KYVE SUBMITS THAT IT PROVIDED MORE THAN SUBSTANTIAL COMPLIANCE WITH THE DTV CONSUMER EDUCATION REQUIREMENTS DURING THIS QUARTER. FOR INSTANCE, IN BOTH APRIL AND MAY, KYVE AIRED MORE THAN 49 MINUTES/MONTH OF DTV CONSUMER EDUCATION BETWEEN 6 PM AND 12 MIDNIGHT, MUCH MORE THAN THE 22.5 MINUTES/MONTH REQUIRED. ALSO, ITS ANTENNA, HELP CENTER AND RESCAN NOTICES TYPICALLY AIRED 4 TO 6 TIMES/WEEK IN PRIMETIME DURING THIS QUARTER, MORE THAN THE REQUIRED 3 PER WEEK. MOREOVER, KYVE ENGAGED IN ADDITIONAL ON-AIR AND OTHER DTV EDUCATION EFFORTS.

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
Signature	Date (mm/dd/yyyy)
MAURICE "MOSS" BRESNAHAN	07/09/2009

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).

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-PERF, 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.