

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY
FCC 388			FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report			FILE NO -20090410A/F	
Licensee KSWO TELEVISION COMPANY, INC.				
Call Sign KSWO-TV		Facility Id 35645		Previous Call Sign (if applicable)
Community of License				
City	State	County	Zip Code	
LAWTON	OK	COMMANCHE	73501 - 9787	
Nielsen DMA WICHITA FALLS & LAWTON		World Wide Web Home Page Address WWW.KSWO.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2014
Channel Numbers: (Check the Channel Number(s) to which this form applies.)				
<input checked="" type="checkbox"/> Analog	7			
<input checked="" type="checkbox"/> Digital	11			
Report reflects information for quarter ending: 03/31/2009				
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 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 type="radio"/> Yes <input checked="" 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	241
Total 5:00 a.m. to 1:00 a.m. CSTs	429

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	14
Total 6:00 a.m. to 9:00 a.m. CSTs	24
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	91
Total 5:00 p.m. to 10:35 p.m. CSTs	131
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 June 12, 2009.	
Total number of 30 Minute Informational Programs	0
Comments: A 30 MINUTE PROGRAM WAS PRODUCED BY KSWO-TV, WHICH INCLUDED GENERAL MANAGER LARRY PATTON AND NEWS DIRECTOR DAVID BRADLEY. THIS 30 MINUTE PROGRAM AIRED JANUARY 18, 2009 AND FEBRUARY 8, 2009 AT 630AM DURING OUR THIS WEEK IN TEXOMA PROGRAM. THIS PROGRAM ALSO AIRED ON OUR DIGITAL PLATFORM KSWO-DT 11.2, ON JANUARY 17, 2009 AT 830AM, ON JANUARY 18, 2009 AT 830A AND 7:30P CT, AND JANUARY 21, 2009 AT 930PM. IT WAS REPEATED ON FEBRUARY 7, 2009 AT 830AM AND FEBRUARY 8, 2009 AT 830A AND 730PM.	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
47	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: A DIGITAL COUNTDOWN AIRED IN GOOD MORNING TEXOMA, OUR LOCAL MORNING NEWSCAST ONE TIME EACH DAY. NO COUNT-DOWN GRAPHIC AIRED ON JANUARY 1, 2009 BECAUSE WE DID NOT AIR LOCAL NEWS THAT MORNING - HOWEVER WE DID AIR A GRAPHIC ON THE MORNING OF FEBRUARY 17.	

2009. A COUNTDOWN GRAPHIC DID AIR ON JANUARY 1, 2009 ON OUR WEBSITE - WWW.KSWO.COM.

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: BEGINNING IN JANUARY 2009, KSWO-TV AIRED SEVERAL NEWS STORIES IN OUR MORNING, 5P, 6P AND 10PM NEWSCASTS, EXPLAINING THE DIGITAL TRANSITION, THE CHANGE IN THE TRANSITION DATE, AND OTHER INFORMATION FOR VIEWERS, IN ORDER TO ASSIST THEM WITH THE DIGITAL TRANSITION. KSWO-TV ALSO PARTICIPATED IN 3 DIGITAL TRANSITION TESTS, SPONSORED BY THE OKLAHOMA ASSOCIATION OF BROADCASTERS, WHICH OCCURED DURING OUR NEWSCASTS (IN ORDER TO MAXIMIZE VIEWERS)WHICH HELP ALERT VIEWERS AS TO THEIR READINESS FOR THE DIGITAL TRANSITION.	
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 KSWO-TV WEBSITE'S HOME PAGE HAS AN ICON CALLED THE "DIGITAL WIZARD". PERSONS UTILIZING THE ICON CAN CLICK ON IT AND THEY WILL BE TAKEN TO A DIGITAL TRANSITION PAGE WHICH PROVIDES AND EMAIL OPPORTUNITY SO THAT QUESTIONS MAY BE ASKED. WE ALSO DID A DIGITAL COUNTDOWN ON OUR WEB PAGE, COUNTING DOWN THE DAYS TO THE TRANSITION.	
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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input type="checkbox"/> Other (describe) Comments: KSWO-TV WAS INVOLVED IN THE DTV "SOFT TEST" ON MONDAY JANUARY 12, 2009 WHICH OCCURED IN THE MORNING, 5PM AND 10PM LOCAL NEWSCASTS. KSWO-TV WAS INVOLVED IN THE DTV "SOFT TEST" THAT OCCURED ON JANUARY 26, 2009 IN THE 5P AND 6PM LOCAL NEWSCASTS. ON FEBRUARY 16, 2009 KSWO-TV WAS INVOLVED IN A DTV "SOFT TEST" IN THE 6PM LOCAL NEWS. THESE TESTS WERE DESIGNED TO HELP VIEWERS DETERMINE IF THEY WERE DTV READY.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments: KSWO-TV ALSO AIRS A 15 SECOND PSA IDENTIFYING OUR DIGITAL WIZARD ICON. THIS PSA ENCOURAGES VIEWERS TO GO TO OUR WEBSITE AND CLICK ON THE "DIGITAL WIZARD" TO GET ANSWERS TO DIGITAL QUESTIONS. THIS PSA AIRED THRU 2/15/2009.	

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 BUSINESS MANAGER
Signature MIKE TAYLOR	Date (mm/dd/yyyy) 04/09/2009

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-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.