

Federal Communications Commission

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**Description: FIRST QUARTER 2009 DTV QUARTERLY ACTIVITY STATION
REPORT**

Application Reference Number: 20090409AKX
Successfully filed at Apr 9 2009 3:55PM

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| 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. -20090409AKX | |
| Licensee UNIVERSITY OF CENTRAL MISSOURI | | | | | |
| Call Sign KMOS-TV | | Facility Id 4326 | | Previous Call Sign (if applicable) | |
| Community of License | | | | | |
| City | | State | County | | Zip Code |
| SEDALIA | | MO | PETTIS | | 65301 - |
| Nielsen DMA COLUMBIA-JEFFERSON CITY | | World Wide Web Home Page Address WWW.KMOS.ORG | | Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2014 | |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) | | | | | |
| <input checked="" type="checkbox"/> Analog | 6 | | | | |
| <input checked="" type="checkbox"/> Digital | 15 | | | | |
| 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 type="radio"/> Option Two (B and D) <input checked="" 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 | |
| Simulcasting: | | | | | |
| Are you simulcasting on your Analog channel and your primary Digital stream? | | | | <input type="radio"/> Yes <input checked="" 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. PLEASE NOTE THAT THE STATION WAS SIMULCASTING THROUGHOUT THE FIRST QUARTER, BUT IT TERMINATED ITS ANALOG OPERATION AS OF APRIL 2, 2009. | | | | | |

Section C (For Noncommercial broadcasters only)

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| On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. 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 (60, 120, or 180 seconds per day, depending on the date) during each day this quarter? | <input checked="" type="radio"/> Yes <input 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., prior to June 12, 2009. | |
| Total number of 30 Minute Informational Programs 1 | |
| Comments: | |

KMOS-TV AIRED A 60 MINUTE LIVE CALL-IN SHOW AT 8:00 P.M. ON FEBRUARY 2, 2009. IT WAS THE FOURTH LIVE CALL-IN PROGRAM ON THE TRANSITION SINCE MAY 8, 2008.

Section D (For all broadcasters)

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| 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 type="radio"/> Yes <input checked="" type="radio"/> No |
| Comments: | |
| 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: TEXT INFORMATION, LINKS TO NTIA, ANTENNA AND CONVERTER-RELATED SITES ARE ON THE WEBSITE. VIDEO SEGMENTS FROM THE BROADCASTS ALSO ARE INCLUDED ONLINE. | |
| 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 checked="" type="checkbox"/> Speaking Engagements | |
| Comments: STAFF MEMBERS SPOKE AT SENIOR CENTERS AND A ROTARY CLUB. | |
| <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: KMOS-TV BROADCAST 42 SEPARATE DTV TRANSITION SPOTS A TOTAL OF 842 TIMES THROUGHOUT EVERY DAY OF THE WEEK. THE TOTAL DURATION OF THESE SPOTS FOR THE QUARTER AMOUNTS TO 7 HOURS AND 1 MINUTE. INCLUDED IN THOSE ANNOUNCEMENTS WERE THE REQUIRED NOTICES OF KMOS-TV'S APRIL 2, 2009, ANALOG SHUT-OFF. ADDITIONALLY, CRAWLS ANNOUNCING THE APRIL 2 SHUT-OFF WERE RUN 42 TIMES IN THE DAYS PRIOR TO ANALOG TERMINATION. | |

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| 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 DIRECTOR OF BROADCASTING |
| Signature DONALD W. PETERSON | 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).

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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.