

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY	
				FILE NO. BDERCT-20090409ARS	
Licensee THE CURATORS OF THE UNIVERSITY OF MISSOURI					
Call Sign KOMU-TV		Facility Id 65583		Previous Call Sign (if applicable)	
Community of License					
City	State	County	Zip Code		
COLUMBIA	MO	BOONE	65211 -		
Nielsen DMA COLUMBIA-JEFFERSON CITY		World Wide Web Home Page Address WWW.KOMU.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	8				
<input checked="" type="checkbox"/> Digital	36				
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 checked="" type="radio"/> Yes <input 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	248
Total 5:00 a.m. to 1:00 a.m. CSTs	591

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	22
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Total 6:00 a.m. to 9:00 a.m. CSTs	120
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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	
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Total 6:00 p.m. to 11:35 p.m. CSTs	
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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	103
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Total 5:00 p.m. to 10:35 p.m. CSTs	118
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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
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Comments:

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.

0	Graphic Displays
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0	Animated Graphics
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146	Graphic and Audio Displays
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0	Longer Form Reminders
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Comments:

TWO COUNTDOWN GRAPHICS WERE DISPLAYED DURING EVERY KOMU NEWSCAST FROM JANUARY 1ST UNTIL FEBRUARY 13TH. THE REMAINING APPROPRIATE COUNTDOWNS WILL COMMENCE ON APRIL 13TH.

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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: KOMU'S DAILY TALK SHOW PEPPER & FRIENDS DEVOTED 4 MINUTE SEGMENTS ON 1/15/09, 1/23/09, 2/10/09 AND 2/26/09 REGARDING THE TRANSITION TO DIGITAL ONLY TELEVISION. INFORMATION PROVIDED INCLUDED THE FCC'S HELPLINE, WEBSITE RESOURCES AND INTERVIEWS WITH LOCAL ANTENNA/SATELLITE INSTALLERS.	
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: STATION WEBSITE KOMU.COM HAS A PAGE DEVOTED TO EDUCATING VISITORS ABOUT THE TRANSITION TO DIGITAL TELEVISION SERVICE, INCLUDING THE DELAY OF THE DTV TRANSITION DATE. THE PAGE DISCUSSES THE PROCESS VIEWERS NEED TO FOLLOW TO ENSURE CONTINUED RECEPTION OF OVER-THE-AIR BROADCAST SIGNALS AFTER THE TRANSITION DATE. INCLUDED ARE LINKS OR CONTACT INFORMATION FOR DTVANSWERS.COM, DTV.GOV, ANTENNAWEB.ORG, DTV2009.GOV, GETREADYFORDIGITALTV.COM AND DIGITALTIPS.ORG. A FORM HANDLER IS INCLUDED ON THE PAGE ALLOWING VIEWERS OR USERS TO SUBMIT SPECIFIC QUESTIONS REGARDING THE DIGITAL 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 checked="" type="checkbox"/> Other (describe) Comments: PSAS, CSTS AND 100 DAY COUNTDOWN GRAPHIC DISPLAYS ON KOMU-DT 8.3, MID-MISSOURI'S CW. THIS CHANNEL IS ALSO AVAILABLE ON THE ANALOG TIERS OR AREA CABLE AND SATELLITE SYSTEMS. PSAS 5AM-1AM, 185 CSTS 5AM-1AM, 289 100 DAY GRAPHIC DISPLAYS, 279	
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 DIRECTOR OF BUSINESS SERVICES
Signature MARY L. SAPP	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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