

| | | | | | |
|--|----|--|--------|--|--|
| Federal Communications Commission Washington, D.C. 20554 | | Approved by OMB 3060-1115 (March 2008) | | FOR FCC USE ONLY | |
| FCC 388 DTV Quarterly Activity Station Report | | | | FOR COMMISSION USE ONLY FILE NO. - | |
| Licensee HOAK MEDIA OF NEBRASKA LICENSE, LLC | | | | | |
| Call Sign KHAS-TV | | Facility Id 48003 | | Previous Call Sign (if applicable) | |
| Community of License | | | | | |
| City | | State | County | Zip Code | |
| HASTINGS | | NE | ADAMS | 68901 - | |
| Nielsen DMA LINCOLN & HASTINGS-KRNY | | World Wide Web Home Page Address WWW.KHASTV.COM | | Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2006 | |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) | | | | | |
| <input checked="" type="checkbox"/> Analog | 5 | | | | |
| <input checked="" type="checkbox"/> Digital | 21 | | | | |
| Report reflects information for quarter ending: 09/30/2008 | | | | | |
| 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 | |
| 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 | 460 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 282 |

| | |
|---|-----|
| 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 | 69 |
| Total 6:00 a.m. to 9:00 a.m. CSTs | 0 |
| 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 | 0 |
| Total 6:00 p.m. to 11:35 p.m. CSTs | 0 |
| 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 | 131 |
| Total 5:00 p.m. to 10:35 p.m. CSTs | 102 |
| Comments: KHAS-TV ALSO AIRED THE NBC DTV EDUCATION PSA'S. A DETAILED REPORT OF THE DATES & TIMES THESE PSA'S AIRED ARE IN THE PUBLIC FILE. (THESE PSA'S ARE NOT INCLUDED IN THE NUMBERS ABOVE). KHAS-TV AIRS NEWS PROGRAMMING DURING THE HOURS OF 6-9AM AND WE DO NOT HAVE THE CAPABILITIES TO RUN CRAWLS DURING THIS TIME FRAME. | |

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: KHAS-TV WILL BE AIRING THE PROGRAM IN NOVEMBER. | |

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? | |
| 38 | <i>Graphic Displays</i> |
| 86 | <i>Animated Graphics</i> |
| 0 | <i>Graphic and Audio Displays</i> |
| 0 | <i>Longer Form Reminders</i> |
| Comments: KHAS-TV WILL BE SWITCHING TO DIGITAL ON 12/1/2008. THEREFORE, WE HAVE BEGUN AIRING THE 100 DAY COUNTDOWN TO DTV PIECES DAILY. | |

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 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: LINKS TO: TV CONVERTER BOX COUPON PROGRAM (WWW.DTV2009.GOV) MY FREE HDTV (WWW.MYFREEHDTV.ORG) DTV TRANSITION ORGANIZATION (WWW.DTVTRANSITION.ORG) | |
| 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: ULYSSES CARLINI, JR., GENERAL MANAGER, KHAS-TV PROVIDED DTV CONVERTER COUPON APPLICATIONS AND DTV SPEAKS INFORMATION, PRESENTED MATERIALS ABOUT THE DTV TRANSITION (ABOUT 20 MINUTE PRESENTATION) AND ANSWERED QUESTIONS AT THE FOLLOWING SPEAKING ENGAGEMENTS: 7/11/08 GRAND ISLAND FOSTER GRANDPARENT PROGRAM (25-35 ATTENDING) 7/18/08 HASTINGS FOSTER GRANDPARENT PROGRAM (25-30 ATTENDING) 8/13/08 GRAND ISLAND ROTARY NOON CLUB (50 ATTENDING) 8/21/08 HASTINGS MORNING ROTARY CLUB (20-25 ATTENDING) 9/09/08 HASTINGS SENIOR CENTER (65 ATTENDING) 9/25/08 YORK, NE ROTARY CLUB (50 ATTENDING) | |
| <input checked="" type="checkbox"/> Community Events Comments: ULYSSES CARLINI, JR., GENERAL MANAGER AND EMPLOYEES OF KHAS-TV WERE AVAILABLE TO ANSWER QUESTIONS REGARDING THE TRANSITION TO DIGITAL TELEVISION AT THE FOLLOWING EVENT: 9/5/08 HASTINGS COLLEGE OSBORNE FAMILY SPORTS COMPLEX/KHAS-TV FOOD DRIVE (125 ATTENDING) ULYSSES CARLINI, JR., GENERAL MANAGER, KHAS-TV MADE AVAILABLE COPIES OF THE DTV CONVERTER COUPON APPLICATION AND DTV SPEAKS INFORMATION. PRESENTED MATERIALS ABOUT THE DTV TRANSITION. GAVE A 20 MINUTE PRESENTATION AND WAS AVAILABLE TO ANSWER QUESTION AT THE FOLLOWING EVENT: 9/9/08 GRAND ISLAND CENTRAL COMMUNITY COLLEGE/COMMUNITY OUTREACH (100 ATTENDING) | |

Other (describe)

Comments:

KHAS-TV MAILS DTV CONVERTER COUPON APPLICATIONS TO VIEWERS WHO REQUEST THEM.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

KHAS-TV HAS PRODUCED LOCAL PUBLIC SERVICE ANNOUNCEMENTS FEATURING ULYSSES CARLINI, JR., GENERAL MANAGER OF KHAS-TV REGARDING THE DTV CONVERSION AND OUR SWITCH TO DIGITAL EFFECTIVE 12/1/08.

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 PROGRAM EXECUTIVE |
| Signature JACKIE ACKERMAN | Date (mm/dd/yyyy) 10/09/2008 |

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).

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.