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| 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. -20090408APQ | |
| Licensee KVIE, INC. | | | |
| Call Sign KVIE | Facility Id 35855 | Previous Call Sign (if applicable) | |
| Community of License | | | |
| City SACRAMENTO | State CA | County SACRAMENTO | Zip Code 95833 - |
| Nielsen DMA SACRAMENTO-STKTON-MODESTO | World Wide Web Home Page Address KVIE.ORG | Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2014 | |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) | | | |
| <input checked="" type="checkbox"/> Analog | 6 | | |
| <input checked="" type="checkbox"/> Digital | 53 | | |
| 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 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 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? Yes 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 0

Comments:

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 checked="" type="radio"/> Yes <input type="radio"/> No |
| Comments: KVIE, PARTICIPATING WITH OTHER TV STATIONS IN SACRAMENTO, BROADCAST A DTV READINESS TEST ON MONDAY, JANUARY 12, STARTING AT 8:15PM AND LASTING FOR 1 MINUTE. THE SPOT GRAPHICS, WHICH THERE WERE TWO VERSIONS BROADCAST SIMULTANEOUSLY, TARGETED OVER-THE-AIR (OTA) VIEWERS AND INDICATED "NOT READY" WHILE THE OTHER TARGETED CABLE/SATELLITE/DIGITAL SERVICE VIEWERS AND INDICATED "READY". BOTH VERSIONS INSTRUCTED VIEWERS TO CHECK OTHER TELEVISIONS IN THEIR HOMES AND PROVIDED DIGITAL TRANSITION INFORMATION. KVIE BROADCAST A DTV READINESS TEST DURING THE LAWRENCE WELK PROGRAM (TARGETING OUR OLDEST VIEWERS) ON | |

SATURDAY, JANUARY 17, STARTING AT 6:19PM AND LASTING FOR 1 MINUTE. THE SPOT GRAPHICS, WHICH THERE WERE TWO VERSIONS BROADCAST SIMULTANEOUSLY, TARGETED OVER-THE-AIR (OTA) VIEWERS AND INDICATED "NOT READY" WHILE THE OTHER TARGETED CABLE/SATELLITE/DIGITAL SERVICE VIEWERS AND INDICATED "READY". BOTH VERSIONS INSTRUCTED VIEWERS TO CHECK OTHER TELEVISIONS IN THEIR HOMES AND PROVIDED DIGITAL TRANSITION INFORMATION.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes 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.

Yes No

Comments:

KVIE.ORG/DTV PROVIDES TRANSITION INFORMATION, PARTICULARLY FOR OVER-THE-AIR VIEWERS, ON HOW TO OBTAIN A CONVERTER BOX COUPON AND ANTENNA INFORMATION. THE SITE PROVIDES LINKS TO OFFICIAL TRANSITION SITES INCLUDING, DTV ANSWERS AND TO THE NATIONAL TELECOMMUNICATIONS & INFORMATION ADMINISTRATION. THE WEBPAGE INCLUDES A DIRECT LINK TO THE DTV ANSWERS SPANISH LANGUAGE WEBSITE. THERE IS A BUTTON ON THE HOME PAGE OF KVIE.ORG THAT DIRECTS SITE VISITORS TO THE DTV EDUCATION PAGE.

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:

KVIE STAFF PROVIDED DTV EDUCATIONAL INFORMATION DURING THE FOLLOWING PRESENTATIONS.

- 1/14/09: SACRAMENTO UNIFIED SCHOOL DISTRICT, 35 PARTICIPANTS.
- 2/12/09: KVIE SAN JOAQUIN ADVISORY BOARD MEETING, 10 PARTICIPANTS.
- 2/18/09: KWANIS CLUB OF SACRAMENTO, 50 MEMBERS.
- 2/26/09: LITERACY WORKSHOP AT PRAIRE ELEMENTARY, ELK GROVE, 24 PARENTS AND CARE PROVIDERS.
- 3/5/09: LITERACY WORKSHOP AT PRAIRE ELEMENTARY, ELK GROVE, 36 PARENTS AND CARE PROVIDERS.
- 3/9/09: LITERACY TRAINING WORKSHOP, 6 PARTICIPANTS.
- 3/14/09: TV EDUCATION/LITERACY WORKSHOP, YOLO COUNTY CHILD DEVELOPMENT CONFERENCE, 44 PARTICIPANTS.
- 3/17/09: LITERACY WORKSHOP, AMERICAN RIVER COLLEGE IN SACRAMENTO, 43 PARTICIPANTS.
- 3/24/09: CAREGIVER WORKSHOP, STOCKTON, CA, 20 PARTICIPANTS.
- 3/24/09: LITERACY WORKSHOP, ETHEL I BAKER ELEMENTARY HEAD START IN SACRAMENTO, 18 PARTICIPANTS.

Community Events

Comments:

- 2/1/09: DISTRIBUTED 1600 HANDOUTS, INCLUDING A FACT SHEET, LIST OF CONTACTS AND LINKS, AND A DIGITAL CONVERTER QUICK START GUIDE TO MEALS ON WHEELS RECIPIENTS IN THE SACRAMENTO COUNTY REGION.
- 3/31/09: DURING KVIE STATION TOUR, STAFF SPOKE ABOUT DTV TRANSITION, 24 ATTENDEES.

Other (describe)

Comments:

KVIE'S "ONSIX" MEMBERSHIP PUBLICATION

1) KVIE RAN FULL PAGE INFORMATIONAL ADS (SIZED: 4.75 X 7.25) IN ITS MEMBERSHIP PUBLICATION "ONSIX" IN JANUARY, FEBRUARY, AND MARCH 2009. THE PUBLICATION IS DISTRIBUTED TO 70,000 MEMBERS EACH MONTH.

2) IN THE MARCH EDITION OF "ONSIX" THE DEADLINE EXTENTION TO JUNE 12, 2009 WAS FIRST ANNOUNCED AND HAS BEEN PROMOTED AS SUCH WITHIN THIS QUARTER.

3) JANUARY & FEBRUARY 2009 "ONSIX" ISSUES

DTV CONSUMER EDUCATION CAMPAIGN NOTIFICATION TO THE PUBLIC AS TO THE LOCATION OF KVIE'S PUBLIC FILE, WHICH INCLUDES COPIES OF THE FCC388 FORM WAS INCLUDED IN THE PUBLISHING CREDIT OF THE MAGAZINE.

OTHER

DTV EDUCATION INFORMATION WAS INCLUDED IN A NEWSLETTER MAILED TO 350 LEADERSHIP GIVING MEMBERS, IN WHICH A MAJORITY ARE AGED 65 PLUS.

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

Comments:

KVIE AIRED 46 PERCENT MORE DIGITAL EDUCATION, WITHIN THIS REPORTING QUARTER, BEYOND THE REQUIRED MINUTES REACHING A TOTAL OF 501 MINUTES OF EDUCATIONAL MATERIAL.

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.

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|---|--|
| Typed or Printed Name of Person Signing | Typed or Printed Title of Person Signing SHERYL BROWN |
| Signature SHERYL BROWN | Date (mm/dd/yyyy) 04/08/2009 |

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