

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. BDERCT-20080708ANI	
Licensee FISHER BROADCASTING - CALIFORNIA TV, L.L.C.					
Call Sign KBAK-TV		Facility Id 4148		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
BAKERSFIELD		CA	KERN		93301 -
Nielsen DMA BAKERSFIELD		World Wide Web Home Page Address WWW.BAKERSFIELDNOW.COM		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	29				
<input checked="" type="checkbox"/> Digital	33				
Report reflects information for quarter ending: 06/30/2008					
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	262
Total 5:00 a.m. to 1:00 a.m. CSTs	286

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	39
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	93
Total 6:00 p.m. to 11:35 p.m. CSTs	106

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	
Total 5:00 p.m. to 10:35 p.m. CSTs	

Comments:
 VARIOUS NAB DTV PSA'S ("DTV ANSWERS", "DIGITAL IS IN THE AIR", "FUTURE IS HERE", "JUST A BOX") RAN THROUGHOUT THE QUARTER. THEY EXPLAIN THE DEADLINE, CONVERTER BOX, COUPON AND CONTACT INFO.

 PSA CRAWLS AND PSA EYELINERS RAN THROUGHOUT THE QUARTER. EXAMPLE: "THE DTV TRANSITION IS COMING FEBRUARY 17, 2009. DON'T RISK LOSING YOUR FAVORITE CHANNEL, CALL 888-DTV-2009 OR LOG ON TO DTVANSWERS.COM".

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
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Comments:
 KBAK-TV'S SISTER STATION, KBFX-CA, IS AN INTEGRAL PART OF OUR DTV CONSUMER EDUCATION EFFORTS. DURING THE SECOND QUARTER OF 2008, THE DTV-RELATED INFORMATIONAL PROGRAM "COUNTDOWN TO DTV: ARE YOU READY?" RAN ON KBFX-CA 4 TIMES BETWEEN THE HOURS OF 8:00 AM AND 11:35 PM.

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?

0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

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
<p>Comments:</p> <p>NEWS REPORT (AIRED ON 6/6/08 IN 5A, 6A, 12P, 5P, 6P AND 11P NEWSCASTS) - YOU MIGHT SEE A MASSIVE 20-FOOT TV ROLLING AROUND BAKERSFIELD TOMORROW. NO, IT'S NOT FOR SALE. INSTEAD, IT'S HERE TO EDUCATE THE CITY ABOUT DIGITAL TV. NEXT YEAR, BY LAW, NEARLY TWO MILLION VIEWERS IN CALIFORNIA WILL BE SWITCHING FROM ANALOG TO DIGITAL TV. A DTV ROAD SHOW WILL BE IN BAKERSFIELD TOMORROW FROM 8:30AM - 3:30PM AT THE CRYSTAL PALACE AT 2800 BUCK OWENS BLVD. AND THEN ON SUNDAY FROM NOON UNTIL 8PM THEY WILL BE AT THE LOS AMIGOS FLEA MARKET AT 8331 KERN CANYON ROAD. BOTH EVENTS ARE FREE.</p> <p>NEWS REPORT (AIRED ON 6/23/08 IN 5P, 6P AND 11P NEWSCASTS) - IN TONIGHT'S CONSUMER ALERT, THE BETTER BUSINESS BUREAU WANT YOU TO BE AWARE OF A SCAM REGARDING THE DTV CONVERTER BOXES. AN INVESTIGATION FOUND THAT UNIVERSAL TECH-TRONICS IS PEDDLING FIVE YEAR WARRANTIES FOR 59 DOLLARS, THAT MUST BE PURCHASED WITH THEIR FREE DIGITAL TV CONVERTER BOXES. WITH SHIPPING AND HANDLING FEES ROLLED IN, THE TOTAL COST IS NEAR 100 DOLLARS. THESE MAY BE THE SAME BOXES YOU CAN BUY IN ELECTRONIC STORES USING THE 40 DOLLAR GOVERNMENT COUPONS THAT MAKE THE TOTAL COST TO CONSUMERS ABOUT 20 DOLLARS. THE COMPANY IMPLIES THEIR CONVERTER BOXES ARE FREE AND PROVIDE FREE CHANNEL RECEPTION. FOR MORE INFORMATION YOU CAN LOG ONTO OUR WEBSITE, AT BAKERSFIELDNOW.COM AND CLICK ON EYEWITNESS.</p>	
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
<p>Comments:</p> <p>THE FOLLOWING ARTICLE IS POSTED ON KBAK-TV'S WEBSITE ALONG WITH A LINK TO THE NAB'S "DTV ANSWERS" WEB PAGE: QUESTIONS ABOUT THE DIGITAL TELEVISION TRANSITION (DTV) - TELEVISION AS WE KNOW IT IS ABOUT TO CHANGE. BY LAW, TELEVISION STATIONS NATIONWIDE MUST SWITCH FROM THE OLD METHOD OF TRANSMITTING TV SIGNALS KNOWN AS ANALOG TO DIGITAL TELEVISION (DTV) ON FEBRUARY 17, 2009. DTV IS AN INNOVATIVE NEW TYPE OF BROADCASTING TECHNOLOGY THAT DELIVERS MOVIE-QUALITY PICTURES AND SOUND, MORE CHANNELS, AND EVEN HIGH DEFINITION TELEVISION (HDTV) TO CONSUMERS WITH HD TELEVISION SETS. WHILE THE BENEFITS OF DTV ARE REMARKABLE, MILLIONS OF HOUSEHOLDS RISK LOSING TELEVISION RECEPTION UNLESS THEY TAKE THE EASY STEPS TO RECEIVE A DIGITAL SIGNAL. WE'RE HERE TO ASSIST YOU THROUGHOUT THE ENTIRE TRANSITION PROCESS. CLICK HERE TO GET THE ANSWERS (LINK GOES TO THE NAB'S "DTV ANSWERS" WEB PAGE).</p>	
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:
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.
Comments: KBAK-TV'S SISTER STATION, KBFX-CA, IS AN INTEGRAL PART OF OUR DTV CONSUMER EDUCATION EFFORTS. DURING THE SECOND QUARTER OF 2008, 309 PSA'S RAN ON KBFX-CA BETWEEN THE HOURS OF 5AM AND 1AM, 48 OF THOSE RAN BETWEEN 6AM AND 9AM AND 101 BETWEEN 6PM AND 11:35 PM. IN ADDITION, 220 PSA CRAWLS RAN ON KBFX-CA BETWEEN THE HOURS OF 5AM AND 1AM, 90 OF THOSE RAN BETWEEN 6PM AND 11:35 PM. NEWS REPORTS RAN WITHIN OUR 7AM, 8AM AND 10PM NEWSCASTS IN JUNE 2008. AN ARTICLE IS POSTED ON OUR KBFX-CA WEBSITE ALONG WITH A LINK TO THE NAB'S "DTV ANSWERS" WEB PAGE.

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 VP/GENERAL MANAGER
Signature TROY MCGUIRE	Date (mm/dd/yyyy) 07/07/2008

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-PERF, 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.