

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. -20080710AIE

Licensee APPLE VALLEY BROADCASTING, INC.		
Call Sign KVEW	Facility Id 2495	Previous Call Sign (if applicable)

Community of License			
City	State	County	Zip Code
KENNEWICK	WA	BENTON	99336 -

Nielsen DMA YAKIMA-PASCO-RCHLND-KNNWCK	World Wide Web Home Page Address WWW.KVEW.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2015
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	42	
<input checked="" type="checkbox"/> Digital	44	

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)?
 Option One (A and D) Option Two (B and D) Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option? Yes No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream? Yes 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	249
Total 5:00 a.m. to 1:00 a.m. CSTs	260
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	9
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	49
Total 6:00 p.m. to 11:35 p.m. CSTs	86
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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0

Comments:

KVEW RAN :30 PSAS AND CRAWLS ALERTING VIEWERS THAT THEY NEED TO MAKE SURE THEY CAN RECEIVE A DIGITAL SIGNAL BY 2/17/09 OR THEY RISK LOSING THEIR FAVORITE CHANNELS. KVEW NOTIFIED VIEWERS OF THE DTV.ANSWERS.COM WEBSITE ALONG WITH THE STATION'S PHONE NUMBER TO ANSWER ANY QUESTIONS THEY MIGHT HAVE ON THE SWITCH TO ALL-DIGITAL BROADCASTING. KVEW ALSO PROVIDED INFORMATION ON HOW TO ACQUIRE A DTV CONVERTER BOX COUPON, PLUS INFORMATION ON TV ANTENNAS.

THE CRAWLS ARE 29 SECONDS IN LENGTH WITH THE FOLLOWING MESSAGE: GET READY FOR THE SWITCH TO DTV ON FEBRUARY 17, 2009. VISIT DTVANSWERS.COM OR CALL 1888 DTV 2009.

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	11
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Comments:

KVEW BROADCAST 30-MINUTE INFORMERCIALS AT THE FOLLOWING TIMES:

MAY 3, 2008 AT 2:30PM (PDT)

MAY 11, 2008 AT 4:36PM (PDT)

JUNE 5, 2008 AT 10:30PM (PDT)

JUNE 7, 2008 AT 1:00PM (PDT)

JUNE 8, 2008 AT 3:00PM (PDT)

JUNE 10, 2008 AT 10:29PM (PDT)

JUNE 12, 2008 AT 10:30PM (PDT)

JUNE 14, 2008 AT 4:00PM (PDT)

JUNE 15, 2008 AT 2:00PM (PDT)

JUNE 22, 2008 AT 3:36PM (PDT)

JUNE 29, 2008 AT 2:42PM (PDT)

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.

 Yes No

Comments:

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:

THE KVEW HOME PAGE EXPLAINS THE DTV TRANSITION IN ENGLISH AND SPANISH, PLUS PROVIDES INFORMATION ON WHAT VIEWERS NEED TO DO TO GET COUPONS FOR CONVERTER BOXES.

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:

 Community Events

Comments:

 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:

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 GENERAL MANAGER
Signature BRIAN LUBANSKI	Date (mm/dd/yyyy) 07/10/2008

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).

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