

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -	
Licensee ARIZONA BOARD OF REGENTS FOR BENEFIT OF UNIVERSITY OF ARIZ.					
Call Sign KUAS-TV		Facility Id 2722		Previous Call Sign (if applicable)	
Community of License					
City TUCSON		State AZ	County PIMA	Zip Code 85721 -	
Nielsen DMA TUCSON (SIERRA VISTA)		World Wide Web Home Page Address WWW.AZPM.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital		28			
Report reflects information for quarter ending: 12/31/2008					
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 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 type="radio"/> Yes <input checked="" 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?		<input checked="" type="radio"/> Yes <input type="radio"/> 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 February 17, 2009.		
Total number of 30 Minute Informational Programs 5		
Comments: WHILE 30-MINUTE DTV TRANSITION A WARENESS SPECIAL PROGRAMS RAN FIVE TIMES BETWEEN THE HOURS OF 8:00 A.M. AND 11:35 P.M. DURING THE QUARTER, THE TOTAL NUMBER OF SUCH PROGRAMS AIRED ON CHANNEL 28 AT ANY TIME OF DAY DURING THE QUARTER WAS TEN.		

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
Comments: FOLLOWING LOCAL BROADCAST OF A 30-MINUTE NATIONALLY DISTRIBUTED DTV EDUCATION PROGRAM, CHANNEL 28 AIRED A LOCALLY PRODUCED 30-MINUTE SPECIAL PROGRAM ON THE DTV TRANSITION, WHICH INCLUDED A LIVE CALL-IN SEGMENT, ON OCTOBER 1, 2008.	
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: OUR WEBSITE PROVIDES CONSUMER INFORMATION ABOUT THE DIGITAL TRANSITION, INCLUDING EXPLANATORY INFORMATION ABOUT THE TRANSITION, A "FREQUENTLY ASKED QUESTIONS" SECTION, AND INFORMATION ABOUT OBTAINING DIGITAL CONVERTER BOXES AND COUPONS.	
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: 10/02/08 - DTV TRANSITION PUBLIC PRESENTATION AT CANOA HILLS RECREATION CENTER, GREEN VALLEY, ARIZONA. 10/28/08 - DTV TRANSITION PUBLIC PRESENTATION TO TUCSON CHAPTER OF THE PUBLIC RELATIONS SOCIETY OF AMERICA. 11/06/08 - DTV TRANSITION PUBLIC PRESENTATION TO MARANA AND ORO VALLEY RESIDENTS AT THE MARANA, ARIZONA TOWN SERVICES CENTER. 11/08/08 - DTV TRANSITION PUBLIC PRESENTATION IN SPANISH AT THE VALENCIA LIBRARY, SOUTH TUCSON. 12/11/08 - DTV TRANSITION PUBLIC PRESENTATION AT RICHEY ELEMENTARY SCHOOL PACE PROGRAM MEETING, TUCSON. 12/12/08 - DTV TRANSITION PUBLIC PRESENTATION AT C.E. ROSE COMMUNITY CENTER, TUCSON. 12/15/08 - DTV TRANSITION PUBLIC PRESENTATION AT THE SANTA CLARA HEAD START PROGRAM OFFICES, TUCSON. 12/16/09 - DTV TRANSITION BILINGUAL (ENGLISH/SPANISH) PUBLIC PRESENTATION AT THE SOUTHSIDE HEAD START PROGRAM OFFICES, SOUTH TUCSON.	
<input checked="" type="checkbox"/> Community Events Comments: 10/14/08 - DTV DISPLAY AND DISTRIBUTION OF INFORMATION PACKETS AT "THE DESERT SPEAKS" SEASON 18 PREMIERE EVENT (A NATIONALLY DISTRIBUTED LOCAL PRODUCTION) IN TUCSON. 11/01/08 - DTV TRANSITION DISPLAY BOOTH AT LA ENCANTADA PERFORMING ARTS FESTIVAL, TUCSON.	

12/12 - 12/14/08 - HOSTED THE FCC'S DTV NATIONAL ROAD SHOW AND TREKKER BOOTH AT THE ANNUAL 4TH AVENUE STREET FAIR IN TUCSON.

Other (describe)

Comments:
 10/01/08 - DTV TRANSITION MATERIALS PUBLISHED IN ARIZONA PUBLIC MEDIA'S BI-MONTHLY PROGRAM MAGAZINE, "PREVIEW." DISTRIBUTION WAS 50,000 COPIES ALONG WITH 10,000 COPIES IN LARGE FONT AND SPANISH LANGUAGE.

12/17/08 - PARTICIPATION IN THE NATION-WIDE DTV READINESS "ROAD BLOCK." REPRESENTATIVES FROM ALL OF THE TUCSON MARKET TELEVISIONS STATIONS MANNED A PHONE BANK AT CHANNEL 6 TO ANSWER QUESTIONS FROM VIEWERS FOR TWO HOURS FOLLOWING THE ROAD BLOCK. DTV READINESS ALERT MESSAGES WERE ALSO BROADCAST AT THE TOP OF THE HOUR THROUGHOUT THE DAY ON ANALOG CHANNELS 6 & 27 FROM 6:00 A.M. TO MIDNIGHT. IN ADDITION TO THE BROADCAST OF 30-MINUTE DTV TRANSITION AWARENESS PROGRAMS ON KUAT-TV CHANNEL 6, KUAS-TV CHANNEL 27 AND KUAS-DTV CHANNEL 28, ARIZONA PUBLIC MEDIA AIRED INFORMATIONAL 30-MINUTE DTV TRANSITION PROGRAMS ON ITS CABLE ONLY "UA CHANNEL" (COX 116 AND COMCAST 76 IN THE TUCSON MARKET) EIGHT TIMES DURING THE QUARTER.

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 RADIO & TELEVISION STATION MANAGER
Signature JOHN KELLEY	Date (mm/dd/yyyy) 01/09/2009

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).

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.