

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090708AFI	
Licensee NEXSTAR BROADCASTING, INC.					
Call Sign KSFX-TV		Facility Id 3659		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SPRINGFIELD		MO	GREENE		65807 -
Nielsen DMA SPRINGFIELD MO		World Wide Web Home Page Address WWW.OZARKSFIRST.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	27				
<input checked="" type="checkbox"/> Digital	28				
Report reflects information for quarter ending: 06/30/2009					
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 checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments: KSFX-TV TERMINATED ITS ANALOG OPERATIONS ON APRIL 16, 2009.					
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
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 Countdown piece per day during the 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	129
Total 5:00 a.m. to 1:00 a.m. CSTs	54
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	21
Total 6:00 a.m. to 9:00 a.m. CSTs	24
For stations located in the Atlantic, 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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
For stations located in the Alaskan, 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	48
Total 5:00 p.m. to 10:35 p.m. CSTs	30
Comments: KSFX-TV TERMINATED ITS ANALOG OPERATIONS ON APRIL 16, 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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1
Comments: APRIL 13 AT 4:00 PM.	

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	Graphic Displays

42	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: KSFX-TV TERMINATED ITS ANALOG OPERATIONS ON APRIL 16, 2009. THE COUNTDOWN CLOCK WAS BROADCAST EVERY DAY EXCEPT APRIL 4. KSFX-TV IN ADVERTENTLY DID NOT BROADCAST ITS COUNTDOWN CLOCK ON APRIL 4 DUE TO A LOGGING ERROR.	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: KSFX AIRED A NUMBER OF NEWS STORIES INFORMING VIEWERS ON VARIOUS TOPICS CONCERNING THE DIGITAL TRANSITION. ON 4/6/09 AT 9:00 P.M., WE DID A STORY ABOUT THE FCC MAKING STOPS IN THE OZARKS TO HELP VIEWERS WITH THE DIGITAL TRANSITION. ON 4/16 AT 9:00 P.M., WE DID A STORY ON OUR STATION GOING DIGITAL THAT NIGHT. WE DID ANOTHER STORY IN THE SAME NEWSCAST ABOUT THE NEED TO RESCAN SO VIEWERS COULD CONTINUE TO RECEIVE ALL THE CHANNELS. ON 4/17 AT 9:00 P.M., WE DID A STORY SAYING WE ARE COMPLETELY DIGITAL AND ADVISED VIEWERS HAVING TROUBLE TO RESCAN. IF THAT DIDN'T WORK, VIEWERS COULD CALL OR STOP BY THE STATION FOR HELP. APRIL 13 THROUGH APRIL 16, WE RAN A CRAWL EVERY HOUR (WITH SOME EXCEPTIONS, SUCH AS NEWS, PAID PROGRAMMING, E/I PROGRAMMING, SPORTS) ADVISING VIEWERS TO RESCAN AFTER APRIL 16.	
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 HAS A SECTION CALLED DTV ANSWERS, WHICH IS SPECIFICALLY DESIGNED TO HELP VIEWERS WITH THE TRANSITION TO DIGITAL, COVERING TWELVE TOPICS: "WHAT IS DTV?," "WHY THE SWITCH?," "WHEN IS IT?," "WHO'S AFFECTED?," "HOW DO I SWITCH?," "FAQ," "CONVERTER BOX,"	

"ANTENNAS," "LATEST INFO," "LOCAL INFO," "DTV QUIZ," AND "DTV FORUM." OUR DTV ANSWERS SECTION HAS SIXTEEN VIDEOS CONCERNING THE DIGITAL TRANSITION. SEVEN OF THE VIDEOS ARE COPIES OF OUR LOCALIZED ON-AIR PSA'S. THE WEBSITE HAS THE FOLLOWING LOCAL LONG-FORM VIDEOS: OUR NEWS STORY "FCC TO HOST DTV CLINICS THIS WEEK," OUR NEWS STORY "FCC SPOKESMAN TALKS ABOUT THE DTV DELAY," WHICH FEATURES AN INTERVIEW WITH FCC REPRESENTATIVE BILL FREEDMAN; "DON'T WAIT TO SWITCH TO DIGITAL;" "UNDERSTANDING THE DTV CONVERSION" PART 1 AND PART 2, WHICH FEATURE AN INTERVIEW WITH GENERAL MANAGER MARK GORDON; AND "MARK GORDON ON DTV CONVERSION." OUR WEBSITE HAS THREE ADDITIONAL LONG-FORM VIDEOS: "SOME STILL CONFUSED BY DTV CONVERSION," "DTV INFORMATION," AND "DTV ANSWERS." OUR WEBSITE ALSO HAS A LINK TO THE GOVERNMENT'S SITE FOR ORDERING THE COUPONS FOR CONVERTER BOXES. ADDITIONALLY, A SEARCH OF OUR NEWS ARCHIVES SECTION OF THE WEBSITE FOR "DTV" GIVES FORTY-SEVEN RESULTS, MAINLY STORIES FROM OUR NEWS OR WIRE SERVICES. ELEVEN OF THESE STORIES OR DTV CONTACT INFORMATION ARE DATED FIRST QUARTER 2009. ON THE DAY OF THE TRANSITION, OUR HOME PAGE SAID IN RED "KOLR & KSFY MAKE DIGITAL TRANSITION TONIGHT." THERE WAS A DIGITAL TV TRANSITION GRAPHIC ALSO ON THE HOMEPAGE AND A LINK TO THESE STORIES "KOLR AND KSFY MAKE DIGITAL TRANSITION TONIGHT" AND "DTV IS COMING TONIGHT?NEED HELP?"

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:

TO ASSIST VIEWERS WHO HAD QUESTIONS OR PROBLEMS, KSFY-TV HAD A DTV WALK-IN CLINIC AT THE STATION. FROM APRIL 17 THROUGH MAY 7, THE CLINIC HOURS WERE NOON TO 8:00 P.M. DAILY. FROM MAY 8 THROUGH JUNE 12, THE CLINIC HOURS WERE FRIDAYS 4:00 P.M. TO 8:00 P.M., AND SATURDAYS/SUNDAYS FROM 10:00 A.M. TO 4:00 P.M. KSFY ALSO HAD A PHONE BANK. THE HOURS WERE 6:00 A.M. TO 8:30 P.M. ON APRIL 17, NOON TO 8:00 P.M. APRIL 18 THROUGH APRIL 21, AND 8:00 A.M. TO 5:00 P.M. APRIL 22 THROUGH JUNE 12.

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

Comments:

NEXSTAR BROADCASTING GROUP, INC. CONTINUES TO EDUCATE ITS STATIONS ON THE MOST UP TO DATE CHALLENGES FACING OUTREACH AND EDUCATION REGARDING DTV. NEXSTAR HAS ENCOURAGED AFFECTED MARKETS TO ADD VERBIAGE IN THEIR NEWSCASTS, PROMOS, AND CRAWLS REGARDING ANTENNA ISSUES RELATING TO UHF, VHF, AND COMBO ANTENNAS. NEXSTAR ASKED ITS NEWS DEPARTMENTS TO TAKE A DEMONSTRATIVE APPROACH TO ILLUSTRATE WHICH ANTENNAS WORK BEST IN CERTAIN GEOGRAPHIC REGIONS OF THE COUNTRY AS WELL AS EXPLAINING IN DETAIL THE BENEFITS OF CONVERTER BOXES CONTAINING ANALOG PASS THROUGH CAPABILITIES.

IN LATE DECEMBER 2007, NEXSTAR CREATED A FULL DTV AWARENESS AND EDUCATIONAL CAMPAIGN TO BE IMPLEMENTED AT EACH OF ITS STATIONS ON THAT STATION'S ANALOG TERMINATION DATE. THE GOAL WAS TO GET OUT IN FRONT OF OUR COMPETITORS TO BE THE LOCAL SOURCE FOR DTV EDUCATION. EMPHASIZING LOCALISM WAS THE KEY IN PROVIDING EIGHT (8) GENERIC SPOTS RELATING TO VARIOUS ASPECTS OF THE CONVERSION TO EACH MARKET THAT COULD BE CUSTOMIZED WITH APPEARANCES BY LOCAL NEWS TALENT OR A STATION GENERAL MANAGER. EACH SPOT PUSHED VIEWERS TO THE STATION'S RESPECTIVE LOCAL WEBSITE TO GAIN MORE

INFORMATION INCLUDING FORUMS FOR LOCAL DISCUSSIONS. EACH NEXSTAR STATION ALSO HAS BEEN PROVIDED A WEB SITE TEMPLATE ON THE DTV TRANSITION THAT COULD BE CUSTOMIZED. WE INCLUDED IN THE TEMPLATE AREAS FOR A STATION TO ADD SPECIFIC INFORMATION RELATED TO THAT LOCAL MARKET'S DTV EDUCATION EFFORTS AS WELL AS A COUNTDOWN CLOCK TO THE CONVERSION DEADLINE.

NEXSTAR ALSO CREATED CUSTOMIZED BROCHURES FOR EACH MARKET THAT CAN BE MAILED OR PICKED UP AT EACH STATION. THESE ARE ALSO USED IN TRADE SHOW DISPLAYS AS WELL AS LOCAL DTV SPEAKING ENGAGEMENTS. WE ALSO CREATED THE SAME BROCHURE IN SPANISH FOR EACH MARKET IF SO REQUESTED.

IN APRIL 2008, NEXSTAR HELD A CONFERENCE CALL WITH ALL STATION MANAGERS TO ENSURE FCC GUIDELINES AND REPORTING PROCEDURES WERE UNDERSTOOD AND IN PLACE FOR THE DURATION OF THE EDUCATION AND AWARENESS INITIATIVE.

IN AUGUST 2008, NEXSTAR WAS RECOGNIZED AT A MEETING OF FOX PROMOTION EXECUTIVES IN ORLANDO FOR THE EFFORTS OF ITS LOCAL FOX STATIONS TO CREATE DTV TRANSITION AWARENESS AND TO CREATE SPONSORSHIP OPPORTUNITIES IN PROMOTIONAL EFFORTS.

IN AUGUST 2008, NEXSTAR SENIOR VICE PRESIDENT OF OPERATIONS, BLAKE RUSSELL MET PRIVATELY WITH FCC COMMISSIONER JONATHAN ADELSTEIN IN NEW YORK CITY TO DISCUSS THE NEXT PHASE OF DTV CONSUMER AWARENESS AND THE NEED FOR MORE GRANULAR DTV TRANSITION MESSAGING.

IN NOVEMBER 2008, NEXSTAR RESPONDED EXPEDITIOUSLY TO A REQUEST FOR INFORMATION ISSUED BY THE OFFICES OF CONGRESSMAN DINGLE AND CONGRESSMAN MARKEY RELATING TO THE DTV TRANSITION IN EACH OF OUR STATION'S MARKETS.

NEXSTAR ACTED SWIFTLY TO ADOPT THE NEW FCC GUIDELINES FOR DTV EDUCATION AND AWARENESS RESULTING FROM THE EXTENSION OF THE TRANSITION DATE TO JUNE 12. ALL NECESSARY CHANGES WERE IMPLEMENTED BY THE DATES SET FORTH IN THE COMMISSION'S REPORT & ORDER REVISING SUCH GUIDELINES.

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 CHIEF EXECUTIVE OFFICER
Signature PERRY SOOK	Date (mm/dd/yyyy) 07/08/2009

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-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.