



Federal Communications Commission
Washington, D.C. 20554

August 3, 2011

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

Arkansas 49, Inc., Debtor-in-Possession
#1 Shackleford Drive, Suite 400
Little Rock, Arkansas 72211-2545

Re: KTVV-LP, Hot Springs, Arkansas
Facility ID No. 57547

Dear Licensee:

This is with respect to the letter dated March 24, 2011, from the Video Services Division to Arkansas 49, Inc., Debtor-in-Possession, (formerly, Hallmark National Mortgage Corporation), the licensee of Class A television station KTVV-LP, Hot Springs, Arkansas, regarding your apparent failure to make the required filing of quarterly FCC Form 398 (Children's Television Programming Report) for the station. A copy of the March 24, 2011 letter can be viewed in the station's correspondence folder in the Commission's Broadcast Radio & Television Electronic Filing System (CDBS) at http://licensing.fcc.gov/cgi-bin/ws.exe/prod/cdb/publicacc/prod/corrp_list.pl?Facility_id=57547.

The Division's March 24 letter indicated that Arkansas 49, (formerly, Hallmark), failed to make the required Form 398 electronic filings for the fourth quarter in 2009 and all four quarters in 2010, and required you to provide information, supported by the declaration of a person with personal knowledge, identifying the quarter in 2009, and all four quarters in 2010 for which reports were prepared and placed in the station's public file and the location of the public file. The letter further required that this information be filed within 30 days and stated that failure to provide the requested information or to notify the staff that you were electing to let station KTVV-LP revert to low power television status would result in the institution of a forfeiture proceeding and/or loss of Class A television status.

As of today, the Commission has not received a response to the Division's March 24, 2011 letter. Failure to provide the information required in the March 24 letter within 30 days from the date of this letter will result in a change of the station's status from Class A television to low power television status. Your response to this letter must be mailed to Doris C. McGhee, Video Division, Media Bureau, Federal Communications Commission, 445-12th Street, S.W, Washington, D.C. 20554, and also by email to Doris.McGhee@fcc.gov.

Sincerely,

Hossein Hashemzadeh, Deputy Chief
Video Division, Media Bureau

cc: Peter Tannenwald, Esq.