

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing  
Account number: 118582**

**Description: KWYB  
Application Reference Number: 20090109AMC  
Successfully filed at Jan 9 2009 3:08PM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b>		<b>DTV Quarterly Activity Station Report</b>	
		FOR COMMISSION USE ONLY FILE NO. -20090109AMC	
Licensee MMM LICENSE LLC			
Call Sign KWYB	Facility Id 14674	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
BUTTE	MT	SILVER BOW	59701 -
Nielsen DMA BUTTE-BOZEMAN	World Wide Web Home Page Address WWW.KWYB.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	18		
<input checked="" type="checkbox"/> Digital	19		
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 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	
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>			
<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	381
Total 5:00 a.m. to 1:00 a.m. CSTs	448
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	54
Total 6:00 a.m. to 9:00 a.m. CSTs	134
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	182
Total 5:00 p.m. to 10:35 p.m. CSTs	163

**Comments:**

THE PSAS/CSTS REPORTED HEREIN INCLUDE ALL PSAS/CSTS RUN DURING FOURTH QUARTER OF 2008.

ABC NETWORK RAN (39) PSA SPOTS BETWEEN 5A-1A, (13) PSA SPOTS BETWEEN 6A-9A AND (13) PSA SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE INCLUDED IN THE ABOVE NUMBERS.

ABC NETWORK RAN (53) CST SPOTS BETWEEN 9A-6P AND (26) CST SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE INCLUDED IN THE ABOVE NUMBERS.

WE ARE SCHEDULING ADDITIONAL PSAS/CSTS IN EXCESS OF THE REQUIRED MINIMUM.

**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	2
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**Comments:**

COUNTDOWN TO DTV-ARE YOU READY?  
SATURDAY, 11/01/08 FROM 11AM-11:30AM  
SUNDAY, 12/21/08 FROM 3PM-3:30PM

**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?

151	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:  
 ABC NETWORK RAN (52) 100-DAY COUNTDOWN GRAPHIC DISPLAYS. THESE GRAPHIC DISPLAYS ARE INCLUDED IN THE ABOVE NUMBER.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: LINKS TO DTV RELATED INFORMATION - 1) THE DIGITAL TV TRANSITION - WHAT YOU NEED TO KNOW ABOUT DTV: FEDERAL COMMUNICATIONS COMMISSION WEBSITE OUTLINING THE FACTS REGARDING THE TRANSITION TO DTV ON FEB. 17, 2009. FAQ'S, GLOSSARY, OUTREACH TOOLKIT, TRANSITION PARTNERS, WHAT'S ON DTV AND MORE. 2) DTV TRANSITION SITE FOR CONVERTER BOX COUPONS - GOVERNMENT REGISTRATION SIRE FOR TC CONVERSION BOX COUPON PROGRAM. SIGN UP AND RECEIVE VALUABLE COUPON DISCOUNTS TO OFFSET THE COST OF A CONVERTER BOX FOR YOUR ANALOG TELEVISION SET. DON'T MISS A DAY OF DIGITAL BROADCASTING, SIGN UP NOW. 3) DTV TRANSITION ANSWERS - INFORMATIONAL WEBSITE ANSWERING COMMON CONSUMER QUESTIONS REGARDING THE TRANSITION FOR BROADCAST TELEVISION TO DIGITAL SIGNAL DELIVERY ON FEB. 17, 2009.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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:	

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:

KWYB-LP (BOZEMAN) AIRED A TOTAL OF (383) DTV PSAS BETWEEN 5A-1A, A TOTAL OF (450) CSTS BETWEEN 5A-1A, A TOTAL OF (73) DTV PSAS BETWEEN 6A-9A, A TOTAL OF (133) CSTS BETWEEN 6A-9A, A TOTAL OF (174) DTV PSAS BETWEEN 5P-10:35P AND A TOTAL OF (164) CSTS BETWEEN 5P-10:35P.

THE PSAS/CSTS REPORTED HEREIN INCLUDE ALL PSAS/CSTS RUN DURING THE FOURTH QUARTER OF 2008.

ABC NETWORK RAN (39) PSA SPOTS BETWEEN 5A-1A, (13) PSA SPOTS BETWEEN 6A-9A AND (13) PSA SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE INCLUDED IN THE ABOVE NUMBERS.

ABC NETWORK RAN (53) CST SPOTS BETWEEN 9A-6P AND (26) CST SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE INCLUDED IN THE ABOVE NUMBERS.

KWYB-LP (BOZEMAN) RAN (152) 100-DAY COUNTDOWN GRAPHIC DISPLAYS. THESE GRAPHIC DISPLAYS ARE INCLUDED IN THE ABOVE NUMBER.

ABC NETWORK RAN (52) 100-DAY COUNTDOWN GRAPHIC DISPLAYS. THESE GRAPHIC DISPLAYS ARE INCLUDED IN THE ABOVE NUMBER.

<b>Station Certification</b>	
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 PROGRAM MANAGER
Signature LINDA JULIUS	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).

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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](mailto: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.**