

Federal Communications Commission

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Federal Communications Commission
Washington, D.C. 20554

Approved by OMB FOR FCC USE ONLY
3060-1115 (February 2009)

FCC 388
DTV Quarterly Activity Station Report

FOR COMMISSION USE ONLY
FILE NO. -

Licensee
WKBW-TV LICENSE, INC.

Call Sign
WKBW-TV

Facility Id
54176

Previous Call Sign (if applicable)

Community of License

City	State	County	Zip Code
BUFFALO	NY	ERIE	14202 - 2611

Nielsen DMA
Buffalo

World Wide Web Home Page Address
WWW.WKBW.COM

Licensee Renewal Expiration Date
(mm/dd/yyyy)
06/01/2015

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

Analog 7
 Digital 38

Report reflects information for quarter ending: 03/31/2009

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:

DTV Education Report
 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.	443
PSAs	
Total 5:00 a.m. to 1:00 a.m.	1428
CSTs	

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.	61
PSAs	
Total 6:00 a.m. to 9:00 a.m.	780
CSTs	

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.	142
PSAs	
Total 6:00 p.m. to 11:35 p.m.	282
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	
Total 5:00 p.m. to 10:35 p.m.	
CSTs	

Comments:

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 June 12, 2009.

Total number of 30 Minute Informational Programs	1
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Comments:

THE NAB PRODUCED DTV PROGRAM AIRED 1/29/09
AT 12:30PM.

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments

field, briefly explain how this number of days was calculated.

40

Graphic Displays

Animated Graphics

40

Graphic and Audio Displays

Longer Form Reminders

Comments:

THE "COUNTDOWN TO DTV" WAS INCORPORATED INTO THE MORNING AND EVENING NEWS TICKERS AS A GRAPHIC DISPLAY, AIRING 394 TIMES. THE GRAPHIC AND AUDIO DISPLAYS AIRED AS (:05) AND (:15) ANNOUNCEMENTS, AIRING 242



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:

WKBW-TV AIRED A TOTAL OF 68 NEWS STORIES ON DTV. NEWS REPORTS ON 1/15/09 COVERED THE SECOND BUFFALO MARKET "SOFT DTV TEST" WHICH WKBW-TV HELPED ORGANIZE.

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:

INFORMATION ABOUT DTV IS AVAILABLE AT THE INSIDE WKBW SECTION OF THE WKBW.COM SITE, WITH A 'DIGITAL' CLICK THROUGH ON THE HOME PAGE. NEWS REPORTS ON THE 1/15 "DTV SOFT TEST" WERE POSTED TO THE HOME PAGE.



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:

WKBW-TV GENERAL MANAGER BILL RANSOM HELPED ORGANIZE THE SECOND MARKET WIDE "DTV SOFT TEST" ON JANUARY 15, 2009 WORKING WITH ALL THE STATIONS AND CARRIAGE PARTNERS IN BUFFALO MARKET, SETTING UP A CALL CENTER AT

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



PRESIDENT & GENERA

Signature

Date (mm/dd/yyyy)

BILL RANSOM

04/08/2009

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