

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388					
DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -20090709AJP		
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.)					
<input checked="" type="checkbox"/> Analog	7				
<input checked="" type="checkbox"/> Digital	38				
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:					
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?	PSAs	398
	CSTs	1200

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.	45
	PSAs	45
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.	126
	PSAs	126
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 6:00 p.m. to 11:35 p.m.	238
	PSAs	238

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.	238
	PSAs	238
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.	238
	PSAs	238

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	2
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Comments:	THE NAB PRODUCED DTV INFORMATION PROGRAM AIRED MONDAY 4/20/09 AT 12:30PM AND SATURDAY 5/2/09 AT 4:30PM
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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?	Countdown Eligible Pieces - Last Quarter	2
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972	Graphic Displays	0
0	Animated Graphics	189
189	Graphic and Audio Displays	0
0	Longer Form Reminders	

Comments:
 THE "COUNTDOWN TO DTV" WAS INCORPORATED INTO THE MORNING AND EVENING NEWS TICKERS AS A GRAPHIC DISPLAY, AIRING 972 TIMES BEGINNING APRIL 13. THE GRAPHIC AND AUDIO DISPLAYS AIRD AS (05) AND (15) ANNOUNCEMENTS AIRING 189 TIMES, BEGINNING APRIL 13.

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:
 258 (30) SPOTS AIRD AND 93 (15) SPOTS

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	<p>Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, highlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
Station Website Additional Activity Related to the DTV Transition - Last Quarter	<p>Does your station have a Website?</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No</p> <p>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.</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
Additional DTV Outreach Efforts - Last Quarter	<p>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.</p> <p>Comments: INFORMATION ABOUT DTV IS AVAILABLE AT THE "INSIDE WKBW" SECTION OF THE WKBW.COM SITE. NEWS REPORTS OF THE MAY 21 "SOFT TEST" AND JUNE 12 ANALOG SHUT OFF WERE POSTED TO THE NEWS HOME PAGE. INSTRUCTIONS ON CONVERTER BOX SET UP WERE POSTED TO THE YOU NEWS SECTION OF THE SITE.</p>

<input type="checkbox"/> Speaking Engagements Comments:	<input type="checkbox"/> Community Events Comments:	<input checked="" type="checkbox"/> Other (describe) Comments: WKBW PARTICIPATED IN A MARKET WIDE "DTV SOFT TEST" ON MAY 21, PER FCC & NYSBA REQUEST, WORKING WITH ALL THE STATIONS AND CARRIAGE PARTNERS IN THE BUFFALO MARKET, WITH ALL CALLS GOING TO THE FCC INFORMATION CENTER.	This comment box may be used to include other comments or information about your station's DTV activity over the last quarter. Comments: WKBW PROMOTED THE "DTV SOFT TEST" WITH 20 (30) SPOTS, AND PROMOTED THE FCC CONNECTION FOR ASSISTANCE WITH THE "BEST BUY GEEK SQUAD" WITH 10 (30) SPOTS AND A NEWS SEGMENT.	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 Date (mm/dd/yyyy) Signature BILL RANSOM 07/08/2009
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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. 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.

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Federal Communications Commission

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