

## Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 76147**

**Description: FCC FORM 388 4Q WKBW**  
**Application Reference Number: 20090108AII**  
**Successfully filed at Jan 8 2009 3:12PM**

Based on the information supplied, no fee is required.

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Federal Communications Commission  
Washington, D.C. 20554

Approved by OMB FOR FCC USE ONLY  
3060-1115 (March 2008)

FOR COMMISSION USE ONLY  
FILE NO. -

**FCC 388**  
**DTV Quarterly Activity Station Report**

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

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: 12/31/2008

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. 442  
 PSAs  
 Total 5:00 a.m. to 1:00 a.m. 1432  
 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. 46  
 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. 140  
 PSAs  
 Total 6:00 p.m. to 11:35 p.m. 272  
 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 February 17, 2009.

Total number of 30 Minute Informational Programs 2

Comments:  
 ONE DTV SPECIAL AIRED 12/16/08 FROM 9PM-9:30PM HOSTED BY WKBW-TV ANCHORS. THE SECOND BROADCAST WAS PRODUCED BY THE NAB AND AIRED 12/20/08 FROM 5:30PM - 6:00PM.

### 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?

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

Comments:

THE "COUNTDOWN TO DTV" HAS BEEN INCORPORATED AS A GRAPHIC DISPLAY IN THE MORNING AND EVENING NEWS TICKER SINCE MARCH 17, 2008. GRAPHIC AND AUDIO DISPLAYS BEGAN AIRING NOVEMBER 10TH.



**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 64 NEWS STORIES ON DTV. NEWS REPORTS AT 5 & 6PM ON 12/15/08 WERE LIVE FROM THE "SOFT DTV TEST" PHONE BANK SITE. AM/BUFFALO AIRED A 7:00 MINUTE SEGMENT AT 10:00AM ON 11/10/08.



**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 PERMANENTLY AVAILABLE IN THE INSIDE WKBW SECTION OF THE WKBW.COM WEBSITE. NEWS STORIES ON THE "SOFT DTV" TEST WERE POSTED TO THE HOME PAGE ON DECEMBER 15 & 16.



**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  
 ORGANIZED A MARKET WIDE "DTV SOFT TEST"  
 DECEMBER 15, 2008 FROM 6:28PM-6:30PM FOR  
 THE BUFFALO MARKET, SETTING UP A CALL  
 CENTER TO PROCESS INFORMATION. WKBW-TV

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 & GM

Signature

Date (mm/dd/yyyy)

BILL RANSOM

01/08/2009

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ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.