

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090109AIT	
Licensee SAN FRANCISCO TELEVISION STATION KBCW INC.					
Call Sign KBCW		Facility Id 69619		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
SAN FRANCISCO		CA	SAN FRANCISCO		94111 -
Nielsen DMA SAN FRANCISCO-OAK-SAN JOSE		World Wide Web Home Page Address WWW.CWBAYAREA.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	44				
<input checked="" type="checkbox"/> Digital	45				
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	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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	261
Total 5:00 a.m. to 1:00 a.m. CSTs	213
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	44
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	109
Total 6:00 p.m. to 11:35 p.m. CSTs	67
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: THE TITLES OF THE PSAS ARE: NAB DTV "JUST A BOX" :30 (1-888 DTV-2009; DTVANSWERS.COM); NAB DTV "DIGITAL IS IN THE AIR" :30 (1-888 DTV-2009; DTV2009.GOV) NAB DTV "FUTURE IS HERE" :30 (1-888 DTV-2009; DTV2009.GOV) STATION ALSO AIRED A PSA PRODUCED BY THE CW THAT ALSO DIRECTED VIEWERS TO THE SAME PHONE NUMBER AND WEBSITE. NAB DTV "MR. TELEVISION" :30 MRTV2 (1-888-CALL-FCC; DTVANSWERS.COM) NAB DTV "ANTENNA HIGHWAY" :30 (1-888-CALL-FCC; ANTENNAWEB.ORG) NAB DTV "NOT TECHNICALLY MINDED" :30 (NO PHONE NUMBER INCLUDED ON THIS SPOT; ANTENNAWEB.ORG) NAB DTV "RETRO ANIMATION" :30 (1-888-CALL-FCC; DTVANSWERS.COM)	

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	1
Comments: THE 30-MINUTE DTV SPECIAL AIRED AT 4 P.M. ON SAT., DEC. 27TH.	

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?	
0	Graphic Displays
0	Animated Graphics
99	Graphic and Audio Displays
0	Longer Form Reminders
Comments: OUR 100-DAY "COUNTDOWN TO DTV" ACTIVITIES AIRED AS FULLY PRODUCED :10 PSAS WITH VIDEO AND AUDIO. THESE :10 PSAS WERE ORDERED TO AIR TWICE PER DAY, 7 DAYS A WEEK, WITH ONE PSA AIRING IN KBCW MORNING PROGRAMMING AND A SECOND PSA AIRING IN THE STATION'S 10PM NEWSCAST. WHILE THE TOTAL SHOULD HAVE BEEN 104, 1 SPOT WAS MISSED IN THE 10PM NEWS ON 11/24, AND A TOTAL OF 4 SPOTS WERE MISSED IN THE MORNING TIME PERIOD ON 12/24, 12/25, 12/26 AND 12/31. THIS BROUGHT THE 4TH Q ACTIVITY COUNT TO 99/:10 PSAS.	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: KBCW PARTICIPATED IN 2 ON-AIR, MARKET-WIDE "DTV READINESS TESTS" ON 10/21/08 FOR 1 MINUTE AT 6:15 P.M. AND ON 12/17/08 FOR 1 MINUTE AT 7:28 P.M. TO HELP HANDLE VIEWER CALLS BEFORE, DURING AND AFTER BOTH TESTS, KBCW SHARED A SPECIAL CALL CENTER WITH SISTER STATION KPIX THAT WAS STAFFED WITH TRAINED STATION VOLUNTEERS AS WELL AS 1 TO 2 STATION ENGINEERS. SIX LINES WERE SET-UP TO TAKE CALLS AT 1-888-5-HELPS-U. THE KPIX/KBCW CONSUMERWATCH CALL CENTER PROVIDED A THIRD HELP LINE IN ADDITION TO THE FCC CALL CENTER AND THE LOCAL UNITED WAY'S 211 CALL CENTER. WE PRE-PROMOTED THE SECOND READINESS TEST WITH OUR OWN CUSTOM PSAS. WE AIRED 10 /:15 PSAS AND 15 / :05 PSAS TO ALERT VIEWERS ABOUT THE SECOND TEST. ON 10/21 IN THE 10 P.M. NEWSCAST ON KBCW, WE AIRED A VOSOT THAT RECAPPED THAT EVENING'S DTV READINESS TEST. WE ALSO SHOWED THE RESULTS OF REPORTER ANN NOTARANGELO'S TEST OF 3 DIFFERENT TV SETS IN ONE LOCAL FAMILY'S HOME. THE FAMILY'S OLD ANAOLGUE SET WITH RABBIT EARS FAILED THE READINESS TEST BECAUSE IT HAD NOT BEEN UPGRADED WITH A DIGITAL CONVERTER BOX.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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: THERE IS A LARGE GRAPHIC MODULE ON THE CWBAYAREA.COM HOME PAGE THAT LINKS VISITORS TO DTVANSWERS.COM	
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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: KPIX/KBCW CHIEF ENGINEER MIKE ENGLEHAUPT HAS GONE BEYOND THE CALL OF DUTY TO PERSONALLY ANSWER HUNDREDS OF VIEWER E-MAILS AND PHONE CALLS ABOUT THE DTV TRANSITION. DUE TO THE BAY AREA'S TOPOGRAPHY, COUPLED WITH THE FACT THAT OUR STATION'S DIGITAL SIGNAL IS CURRENTLY LOCATED LOWER ON SUTRO TOWER THAN OUR ANALOGUE SIGNAL, MANY LOCAL VIEWERS HAVE INSTALLED CONVERTER BOXES ONLY TO DISCOVER THAT THEY CAN NO LONGER RECEIVE SOME OR ALL OF THE MARKET'S OVER-THE-AIR STATIONS. DURING 4TH QUARTER OF 2008, MR. ENGLEHAUPT ANSWERED AN AVERAGE OF 15 VIEWER E-MAILS PER DAY, INCLUDING SATURDAYS AND SUNDAYS. COPIES OF ALL CORRESPONDENCE HAVE BEEN PLACED IN THE KBCW FCC FILE. HE ANSWERED DOZENS OF VIEWER PHONE CALLS EACH WEEK AS WELL. WHEN ONE ELDERLY VIEWER TOLD MR. ENGLEHAUPT ABOUT HER EXPERIENCE WITH TWO DIFFERENT TV REPAIRMAN SHE HIRED TO INSTALL HER CONVERTER BOXES WITH UNSUCCESSFUL RESULTS, OUR CHIEF ENGINEER PERSONALLY WENT TO HER HOME TO RESOLVE THE PROBLEM. IN A DECEMBER 8TH THANK YOU LETTER TO OUR GENERAL MANAGER SHE WROTE, " I AM WRITING TO EXPRESS MY DEEP APPRECIATION FOR THE SERVICES PROVIDED BY YOUR EMPLOYEE, MICHAEL ENGLEHAUPT... AFTER SO MANY 'DEAD ENDS' WITH LOCAL TV RETAILERS PROVIDING CONTRADICTIONARY INFORMATION (A BEST BUY EMPLOYEE INFORMED ME THAT A CONVERTER BOX WOULD STILL BE NECESSARY EVEN IF I PURCHASED A NEW TV), I AM MOST GRATEFUL TO CBS FOR HAVING SUCH COMPETENT PEOPLE ON THEIR STAFF."	

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 CREATIVE SERVICES DIRECTOR, KPIX AND KBCW
Signature DEE JOYCE	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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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-PERF, 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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