

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. -20081009AOK	
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: 09/30/2008					
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	246
Total 5:00 a.m. to 1:00 a.m. CSTs	224
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	35
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	85
Total 6:00 p.m. to 11:35 p.m. CSTs	78
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	0
Comments:	

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
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ON 7/21/08 IN THE 10PM NEWS ON KBCW, WE AIRED A "GOOD QUESTION" PACKAGE, SLUGGED "WHAT HAPPENS TO SUTRO TOWER AFTER THE DTV SWITCH?" GOOD QUESTION REPORTER KEN BASTIDA WENT TO THE TOWER'S SITE TO PROVIDE THE ANSWER: SUTRO'S 22 ANALOGUE ANTENNAS WILL BE REPLACED WITH DIGITAL ONES AS PART OF THE DTV TRANSITION.	

ON 9/10/08 IN THE 10PM NEWS ON KBCW, WE AIRED A PACKAGE, SLUGGED "DTV TOUR," WHERE KIET DO REPORTED ON A FCC OUTREACH MEETING IN OAKLAND AND INTERVIEWED FCC COMMISSIONER JONATHAN ADELSTEIN. THE FCC HAD SET-UP AN ON-SITE RECEPTION DEMONSTRATION USING AN OLD ANALOGUE SET WITH "RABBIT EARS," WHICH PICKED UP 4 FUZZY LOCAL ANALOGUE CHANNELS. AFTER THE SET WAS PLUGGED INTO A DTV CONVERTER BOX, IT PICKED UP ONLY 2 -- BUT "RELATIVELY SHARP" -- LOCAL DIGITAL CHANNELS. THE FACT THAT THE DEMONSTRATION TOOK PLACE DEEP INSIDE A CONCRETE BUILDING SERVED TO HIGHLIGHT DTV'S STRENGTHS AND WEAKNESSES.

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 type="checkbox"/> 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:	

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) 10/07/2008

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-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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