

Federal Communications Commission

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Account number: 118582

Description: KWYB FCC 388 1ST QTR 09

Application Reference Number: 20090408ADQ

Successfully filed at Apr 8 2009 11:52AM

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Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090408ADQ

Licensee
MMM LICENSE LLC

Call Sign KWYB	Facility Id 14674	Previous Call Sign (if applicable)
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Community of License

City	State	County	Zip Code
BUTTE	MT	SILVER BOW	59701 -

Nielsen DMA BUTTE-BOZEMAN	World Wide Web Home Page Address WWW.KWYB.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2014
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)

<input checked="" type="checkbox"/> Analog	18	
<input checked="" type="checkbox"/> Digital	19	

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?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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. PSAs	451
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Total 5:00 a.m. to 1:00 a.m. CSTs	400
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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	97
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Total 6:00 a.m. to 9:00 a.m. CSTs	114
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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	
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Total 6:00 p.m. to 11:35 p.m. CSTs	
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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	150
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Total 5:00 p.m. to 10:35 p.m. CSTs	172
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Comments:

THE PSAS/CSTS REPORTED HEREIN INCLUDE ALL PSAS/CSTS RUN DURING FIRST QUARTER OF 2009.

ABC NETWORK RAN (40) PSA SPOTS BETWEEN 5A-1A, (13) PSA SPOTS BETWEEN 6A-9A AND (14) PSA SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE IN ADDITION TO THE ABOVE NUMBERS.

ABC NETWORK RAN (40) CST SPOTS BETWEEN 9A-6P AND (22) CST SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE INCLUDED IN THE ABOVE NUMBERS.

KWYB SCHEDULED ADDITIONAL PSAS/CSTS IN EXCESS OF THE REQUIRED MINIMUM.

KWYB TERMINATED ITS ANALOG SERVICE ON FEBRUARY 17, 2009.

THIS REPORT REFLECTS THE DTV CONSUMER EDUCATION ACTIVITY FOR THE JANUARY 1 - MARCH 15, 2009 PERIOD, AS KWYB HAS TERMINATED ITS DTV CONSUMER EDUCATION

INITIATIVES PURSUANT TO THE RECENT FCC ORDER.

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	2
Comments: COUNTDOWN TO DTV - ARE YOU READY? SATURDAY, 1/03/09 FROM 2PM-2:30PM SUNDAY, 2/01/09 FROM 11AM-11:30AM	

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.

141	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: ABC NETWORK RAN (46) 100-DAY COUNTDOWN GRAPHIC	

DISPLAYS. THESE GRAPHIC DISPLAYS ARE INCLUDED IN THE ABOVE NUMBER OF PIECES.

IN ADDITION TO THE ABOVE REQUIRED NUMBER OF PIECES, THE MANDATORY ONE 5 MIN/HOUR GRAPHIC DISPLAY RAN DURING STATIONS DAILY BROADCAST HOURS 2/10/09-2/15/09 AND THE MANDATORY ONE 10 MIN/HOUR GRAPHIC DISPLAY RAN DURING STATIONS DAILY BROADCAST HOURS 2/16/09-2/17/09.

A RECENT ORDER WAS ISSUED BY THE FCC REVISING SOME OF THE RULES TO IMPLEMENT THE CONGRESSIONAL DELAY OF THE TRANSITION DATE TO JUNE 12, 2009. KWYB WAS REQUIRED TO BEGIN A NEW 100-DAY COUNTDOWN ON MARCH 4, 2009 - ON MARCH 3, 2009 THE FCC RELEASED A PUBLIC NOTICE FOR A TEMPORARY WAIVER OF THE 100-DAY COUNTDOWN REQUIREMENT.

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: 2/17/09 - LOCAL 2:00 DTV CONVERTER BOX SEGMENT(DEMONSTRATION ON HOW TO SET-UP A CONVERTER BOX) AIRED DURING THE 10 @ 10.	
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:
 LINKS TO DTV RELATED INFORMATION -
 1) THE DIGITAL TV TRANSITION - WHAT YOU NEED TO KNOW ABOUT DTV: FEDERAL COMMUNICATIONS COMMISSION WEBSITE OUTLINING THE FACTS REGARDING THE DTV TRANSITION TO DTV ON FEB. 17, 2009. FAQ'S, GLOSSARY, OUTREACH TOOLKIT, TRANSITION PARTNERS, WHAT'S ON DTV AND MORE.
 2) DTV TRANSITION SITE FOR CONVERTER BOX COUPONS - GOVERNMENT REGISTRATION SITE FOR TC CONVERSION BOX COUPON PROGRAM. SIGN UP AND RECEIVE VALUABLE COUPON DISCOUNTS TO OFFSET THE COST OF A CONVERTER BOX FOR YOUR ANALOG TELEVISION SET. DON'T MISS A DAY OF DIGITAL BROADCASTING, SIGN UP NOW.
 3) DTV TRANSITION ANSWERS - INFORMATIONAL WEBSITE ANSWERING COMMON CONSUMER QUESTIONS REGARDING THE TRANSITION FOR BROADCAST TELEVISION TO DIGITAL SIGNAL DELIVERY ON FEB. 17, 2009.

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:

2/18/09-2/22/09 DTV TRANSITION STATION PHONE BANK - STATION PERSONNEL & VOLUNTEERS ANSWERED CALLS TO HELP VIEWERS SUCCESSFULLY NAVIGATE THE TRANSITION FROM ANALOG TO DIGITAL BROADCAST. A SCHEDULE WAS DESIGNED TO STAFF AT HEAVY, MODERATE, AND LIGHT LEVELS AS APPROPRIATE TO THE DAY, TIME, AND PROGRAMMING. THE HEAVIEST PERIODS STAFFED WERE 7AM-10PM ON WED., 2/18, THURS., 2/10 PRIMETIME, AND THE ACADEMY AWARDS ON SUN., 2/22 FROM 5PM-10PM. MORE MODERATE STAFFING WAS DEPLOYED 7AM-7PM ON THURS., 2/19, FRI., 2/20 PRIMETIME, AND FOR BASKETBALL ON SAT., 2/21 AND SUN., 2/22. A LIGHT STAFFING WAS DEPLOYED ON FRI., 2/20 FROM 7AM-5PM. A VIEWER CHECK LIST WAS CREATED TO KEEP TRACK AND ASSIST THE VIEWERS THROUGH THE TRANSITION.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

KWYB-LP (BOZEMAN) AIRED A TOTAL OF (316) DTV PSAS BETWEEN 5A-1A, A TOTAL OF (388) CSTS BETWEEN 5A-1A, A TOTAL OF (52) DTV PSAS BETWEEN 6A-9A, A TOTAL OF (115) CSTS BETWEEN 6A-9A, A TOTAL OF (139) DTV PSAS BETWEEN 5P-10:35P AND A TOTAL OF (159) CSTS BETWEEN 5P-10:35P.

THE PSAS/CSTAS REPORTED HEREIN INCLUDE ALL PSAS/CSTS RUN DURING FIRST QUARTER OF 2009.

ABC NETWORK RAN (40) PSA SPOTS BETWEEN 5A-1A, (13) PSA SPOTS BETWEEN 6A-9A AND (14) PSA SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE IN ADDITION TO THE ABOVE NUMBERS.

ABC NETWORK RAN (40) CST SPOTS BETWEEN 9A-6P AND (22) CST SPOTS BETWEEN 5P-10:35P. THESE SPOTS ARE INCLUDED IN

THE ABOVE NUMBER.

KWYB-LP (BOZEMAN) RAN (116) 100-DAY COUNTDOWN GRAPHIC DISPLAYS. THESE GRAPHIC DISPLAYS ARE INCLUDED IN THE ABOVE NUMBER.

ABC NETWORK RAN (46) 100-DAY COUNTDOWN GRAPHIC DISPLAYS. THESE GRAPHIC DISPLAYS ARE INCLUDED IN THE ABOVE NUMBER.

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 GENERAL MANAGER
Signature LINDA GRAY	Date (mm/dd/yyyy) 04/08/2009

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).

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