

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. -20091008ACJ	
Licensee NW COMMUNICATIONS OF AUSTIN, INC.					
Call Sign KTBC		Facility Id 35649		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AUSTIN		TX	TRAVIS		78701 -
Nielsen DMA AUSTIN		World Wide Web Home Page Address WWW.MYFOXAUSTIN.COM			Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2006
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital	7				
Report reflects information for quarter ending: 09/30/2009					
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: KTBC WAS A PHASED TRANSITION STATION.					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)? If YES , Complete Section E				<input type="radio"/> Yes <input checked="" type="radio"/> No	
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? 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.				<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 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?	
Total 5:00 a.m. to 1:00 a.m. PSAs	51
Total 5:00 a.m. to 1:00 a.m. CSTs	68
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	4
Total 6:00 a.m. to 9:00 a.m. CSTs	15
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. PSAs	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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. PSAs	13
Total 5:00 p.m. to 10:35 p.m. CSTs	38
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., 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	0
Comments: 30 MINUTE PROGRAM WAS NOT REQUIRED DURING 3RD QUARTER 2009 AS KTBC'S TERMINATION OF ANALOG SERVICE WAS ON 6/12/09.	

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?	
0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: COUNTDOWN ACTIVITIES WERE NOT REQUIRED DURING 3RD QUARTER 2009 AS KTBC'S TERMINATION OF ANALOG SERVICE WAS ON 6/12/09.	

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:	

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: KTBC AIRED THE FOLLOWING FOX 7 NEWS REPORTS DURING THIRD QUARTER 2009 REGARDING OUR PHASED DIGITAL CONVERSION: 7/15/09 9PM & 7/16/09 AM (:40): WE HAVE AN UPDATE ON THE INSTALLATION OF OUR NEW DIGITAL ANTENNA. SINCE JUNE 12TH, WE'VE BEEN OPERATING ON A TEMPORARY BACKUP ANTENNA. BUT NOW OUR NEW ANTENNA IS HERE. CREWS WILL BE OUT AT OUR TOWER INSTALLING IT OVER THE NEWXT FEW DAYS. WHAT THIS MEANS IS THAT WE ARE REALLY IN THE HOME STRETCH OF THIS PROJECT THAT WE'VE BEEN WORKING ON EVER SINCE JUNE 12TH WHEN THE DIGITAL CONVERSION TOOK PLACE. PUT THE ANTENNA AT THE TOP, HOOK UP SOME TRANSITION LINES, RUN A FEW TESTS AND WE'LL BE BACK UP TO FULL POWER TO BETTER SERVE THE VIEWERS OF CENTRAL TEXAS. WE WANT TO THANK OUR VIEWERS WHO STUCK WITH US THROUGH THE DIGITAL SWITCH. BE SURE TO KEEP RE-SCANNING YOUR CONVERTER BOXES. WE'LL BE BACK UP TO FULL POWER IN NO TIME. 7/21/09 9PM (:36): WE HAVE AN UPDATE TONIGHT ON OUR DIGITAL SIGNAL. AS OF THIS AFTERNOON, WE ARE NOW BROADCASTING ON OUR NEW DIGITAL ANTENNA. HOWEVER, WE ARE STILL AT 50 PERCENT POWER AND WILL REMAIN AT THAT LEVEL UNTIL WE CAN COMPLETE OUR TESTS TOMORROW MORNING. THE GOOD NEWS IS THAT BECAUSE THE NEW ANTENNA IS AT TWICE THE HEIGHT OF THE TEMPORARY ONE WE'VE BEEN USING, MANY PEOPLE WHO COULDN'T RECEIVE US	

MIGHT BE ABLE TO GET US EVEN AT THIS STILL-REDUCED POWER. LET YOUR FRIENDS AND FAMILY KNOW, NOW IS A GOOD TIME TO RESCAN YOUR TV FOR OUR STRONGER SIGNAL WHICH WILL CONTINUE TO IMPROVE OVER THE NEXT COUPLE OF DAYS.

7/22/09 AM (:25): AN UPDATE ON OUR DIGITAL SIGNAL: WE'RE NOW BROADCASTING ON OUR NEW DIGITAL ANTENNA. BUT WE'RE STILL AT 50 PERCENT POWER AND WILL REMAIN THERE UNTIL WE COMPLETE SOME TESTS THIS MORNING. BECAUSE THE NEW ANTENNA IS TWICE THE HEIGHT OF THE TEMPORARY ONE WE'VE BEEN USING, MANY PEOPLE WHO COULDN'T RECEIVE US MIGHT BE ABLE TO GET US NOW. SO GO AHEAD AND RESCAN YOUR TV. OUR STRONGER SIGNAL WILL CONTINUE TO IMPROVE OVER THE NEXT COUPLE OF DAYS.

7/22/09 9PM (:22): OUR FULL POWER DIGITAL SIGNAL CAN BE SEEN ON CHANNEL 7.1. IF YOU HAVE A CONVERTER BOX, RESCAN AND LOOK FOR OUR STRONGER SIGNAL. IF YOU ARE RECEIVING OUR SIGNAL FROM AN ANTENNA, DISCONNECT THE ANTENNA FROM YOUR TV AND THEN RECONNECT IT AND SCAN FOR NEW CHANNEL. AND TELL YOUR FRIENDS AND FAMILY WHO HAVE HAD PROBLEMS SEEING US TO LOOK FOR US AGAIN. WE ARE BACK.

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:
 DURING THIRD QUARTER 2009, THE KTBC WEBSITE, MYFOXAUSTIN.COM PROVIDED VIEWERS WITH UPDATES ON THE KTBC PHASED TRANSITION PROCESS. WE PROVIDED DTV PROGRESS UPDATES, CONVERSION PHOTOS FROM THE TRANSMITTER SITE AND FOX 7 NEWS DTV STORIES. THERE WAS ALSO A GRAPHIC TO ILLUSTRATE THE TEMPORARY DIGITAL ANTENNA AND THE NEW DIGITAL ANTENNA WHICH WAS COMING SOON. WE PROVIDED LAST MINUTE TIPS FOR THE DTV SWITCH AND INFORMATION ON HOW THE CITY WAS HELPING AUSTIN PREPARE FOR DTV. WE PROVIDED THE DTV HOTLINE NUMBER AND A VIEWER EMAIL ADDRESS FOR DTV QUESTIONS AND PROBLEMS. THERE WAS A PLACE FOR VIEWERS WITH AN EXPIRED COUPON TO TRY AGAIN. LATER IN THE QUARTER WE PROVIDED CONSUMER TIPS FOR DTV RECEPTION PROGRAMS ON TV CHANNELS 7-13 WITH A LINK TO NAB/CEA ANTENNA WEB. OTHER LINKS ON THE MY FOXAUSTIN DTV PAGE DURING THIRD QUARTER INCLUDED: DTV INFO, DTV COUPON PROGRAM, FCC ANALOG AND DIGITAL MAPS, NATIONAL TELECOM AND INFO ADMINISTRATION, DTVANSWERS.COM, DTV. ESPANOL, DTV.GOV, LIST OF CONVERTER BOXES, AND THE FOUR MOST RECENT KTBC FORM 388 REPORTS (3RD QUARTER 2008, 4TH QUARTER 2008, 1ST QUARTER 2009 AND 2ND QUARTER 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:
 KTBC DOCUMENTED AND TRACKED THE DTV RELATED VIEWER EMAILS AND TELEPHONE CALLS WE RECEIVED AFTER WE SHUT OFF OUR ANALOG SIGNAL. PROBLEMS THAT COULD NOT BE SOLVED THROUGH GENERAL ADMINISTRATIVE FOLLOW UP INCLUDING BASIC ANTENNA AND RESCAN INSTRUCTIONS WERE REFERRED TO THE ENGINEERING DEPARTMENT. FOX 7 ENGINEERS HAVE

CONTINUED TO FOLLOW UP AND ASSIST VIEWERS WITH ANY UNRESOLVED DTV ISSUES AFTER OUR PHASED TRANSITION WORK WAS COMPLETED ON 7/21/09. KTBC ENGINEER, DAVID ANDREWS ALSO MADE ON-SITE VIEWER HOUSECALLS AND SENT ANTENNAS TO SELECT VIEWERS WITH INTRACTABLE PROBLEMS. KTBC STILL HAS A DEDICATED HOTLINE FOR DTV VIEWER CALLS AND RESPONDS TO VIEWER INQUIRIES.

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 PROGRAM DIRECTOR
Signature HOLLY MORRISON BREAUX	Date (mm/dd/yyyy) 10/07/2009

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-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.