

Federal Communications Commission

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Description: FORM 388 AMENDED KOBG THIRD QUARTER
Application Reference Number: 20081002AEE
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| 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 -20081002AEE | |
| Licensee KOB-TV, LLC | | | |
| Call Sign KOBG-TV | Facility Id 85114 | | Previous Call Sign (if applicable) |
| Community of License | | | |
| City SILVER CITY | State NM | County GRANTS | Zip Code 88062 - |
| Nielsen DMA ALBUQUERQUE-SANTA FE | World Wide Web Home Page Address WWW.KOB.COM | | Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2014 |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) | | | |
| <input checked="" type="checkbox"/> Analog | 6 | | |
| <input type="checkbox"/> Digital | | | |
| 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 type="radio"/> DTV Education Report | | | |
| <input checked="" type="radio"/> Amendment | File Number BDERCT-20081002AEE | | |
| If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. SECTION B IS BEING AMENDED TO INCLUDE THE PSAS PROVIDED BY THE NETWORK, AND TO INCLUDE 6:00 PM - 10:35 PM PSAS INTO THE 5:00 A.M. - 1:00 A.M. REPORTING PERIOD. | | | |

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

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| 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 | 223 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 179 |

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to

| | |
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| 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 | 2 |
| 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 | |
| Total 6:00 p.m. to 11:35 p.m. 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 | 47 |
| Total 5:00 p.m. to 10:35 p.m. CSTs | 69 |
| Comments: KOB-TV AND ITS SATELLITE STATIONS KOB(TV) (FARMINGTON, NM) , KOBR(TV) (ROSWELL, NM) AND KOBG-TV (SILVER CITY, NM) AIRED AN ADDITIONAL 84 PSAS IN THE 1:00-5:00 A.M. TIME PERIOD. | |
| <div style="border: 1px solid black; padding: 5px;"> KOB-TV AND ITS SATELLITE STATIONS KOB (TV) (FARMINGTON, NM) , KOBR(TV) (ROSWELL, NM) AND KOBG-TV (SILVER CITY, NM) AIRED AN ADDITIONAL 84 PSAS IN THE 1:00-5:00 A.M. </div> | |

30 Minute Educational Programs - Last Quarter

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| 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 | 3 |
| Comments: | |

100-Day Countdown Eligible Pieces - Last Quarter

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| 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)

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| 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 type="radio"/> Yes <input checked="" type="radio"/> No |
| Comments: | |

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| Station Website Additional Activity Related to the DTV Transition - Last Quarter | |
| Does your station have a Website? | <input type="radio"/> Yes <input checked="" 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 type="radio"/> Yes <input checked="" type="radio"/> No |
| Comments: | |
| 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: KOB-TV'S VICE PRESIDENT & GENERAL MANAGER, MICHAEL BURGESS, STATION MANAGER, SUSAN CONNOR AND DIRECTOR OF ENGINEERING AND PRODUCTION SEAN ANKER ARE SIGNED UP THROUGH THE DTV SPEAKERS BUREAU. | |
| This comment box may be used to include other comments or information about your station's DTV activity over the last quarter. | |
| Comments: | |

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| 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 EXECUTIVE ASST/OFFICE MANAGER |
| Signature DEBORAH KELLY | Date (mm/dd/yyyy) 10/08/2008 |

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).

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