

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

Licensee CHANNEL 33, INC		
Call Sign KVCW	Facility Id 10195	Previous Call Sign (if applicable) KFBT

Community of License			
City	State	County	Zip Code
LAS VEGAS	NV	CLARK	89103 -

Nielsen DMA LAS VEGAS	World Wide Web Home Page Address WWW.THECWLASVEGAS.TV	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2014
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> 33 Analog		
<input checked="" type="checkbox"/> 29 Digital		

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?

Yes No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes No

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	232
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Total 5:00 a.m. to 1:00 a.m. CSTs	192
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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	41
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Total 6:00 a.m. to 9:00 a.m. CSTs	22
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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	89
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Total 6:00 p.m. to 11:35 p.m. CSTs	84
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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	0
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Total 5:00 p.m. to 10:35 p.m. CSTs	0
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Comments:

STATION CEASED CARRIAGE OF ITS ANALOG CHANNEL ON 2/17/09.
STATION ALSO CEASED AIRING CRAWLS ON 2/17/09

THE FULL SCHEDULE OF THE TEXT AND CRAWL ARE AVAILABLE ON THE STATION'S WEBSITE AND IN THE PUBLIC FILE.

TEXT OF THE CRAWL IS AS FOLLOWS: FULL POWER ANALOG TV BROADCASTS WILL END ON 2/17/09 AND ANALOG-ONLY TELEVISION MAY LOSE SIGNAL BEING VIEWED UNLESS VIEWERS TAKE ACTION. OVER THE AIR VIEWING ON ANALOG-ONLY TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLES, VCRS, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW KVMY AND OTHER BROADCAST STATIONS, PLEASE VISIT DTV.GOV OR CALL 1-888-225-5322 TO GET MORE INFORMATION.

SCRIPTS OF THE PSAS WE AIRED ARE AS FOLLOWS:

RETRO ANIMATION SPOT

HEY, COOL CATS! OUR MODERN TV TECHNOLOGY IS TAKING OFF - SO MAKE SURE YOU'RE ON BOARD!! IT'S GOING FROM REGULAR TV SIGNALS TO DTV DIGITAL SIGNALS. DTV HAS BETTER PICTURE, BETTER SOUND, MORE CHANNELS, AND THE BEST IN HIGH-DEFINITION! IF YOU WATCH AN ANTENNA TV, JUST GET A DTV CONVERTER BOX BY FEBRUARY 2009, OR YOUR TV WILL BLITZ OFF! DO IT NOW, AND YOU'RE READY FOR FREE OVER-THE-AIR DIGITAL TV! GET HIP! DIAL THIS NUMBER (1-888-DTV-2009) OR CHECK OUT DTVANSWERS.COM ON YOUR COMPUTATION MACHINE.

ANTENNA HIGHWAY

NOW WE'RE ALL HEADING UP THE DIGITAL HIGHWAY - WITH THE SWITCH TO FREE DIGITAL TV SIGNALS IN FEBRUARY 2009. AND MOST ANTENNA-TV VIEWERS KNOW WE CAN UPGRADE OUR TVS TO DTV WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT TO GET THE DIGITAL SIGNAL? BETTER PICTURE AND SOUND AND THE BEST HI-DEF - PLUS NEW FREE CHANNELS...AND SERVICES - YOU ALSO NEED THE RIGHT ANTENNA. START YOUR RIDE NOW. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER (1-888-CALL-FCC). MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.

NOT TECHNICALLY MINDED

YOU DON'T HAVE TO BE TECHNICALLY-MINDED TO GET READY FOR DIGITAL TV. MOST ANTENNA TV VIEWERS KNOW WE CAN UPGRADE OUR TVS WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT HERE'S ADVICE ABOUT THE RIGHT ANTENNA. DIGITAL TECHNOLOGY CAN NOW BROADCAST MORE CHANNELS FOR FREE - EVEN FREE HD CHANNELS. BE SURE YOU HAVE THE BEST VHF-UHF ANTENNA TO ENSURE YOU GET ALL THE FREE CHANNELS OUT THERE. FOR HELP VISIT ANTENNAWEB.ORG. MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.

MR. TELEVISION (1)

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TVS MUST BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL

STOP WORKING.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: THAT MAKES IT BETTER?

MR. TELEVISION: YES, THEN YOUR ANTENNA TV WILL GET BETTER PICTURE AND SOUND, AND EVEN MORE CHANNELS.

TIMMY: HOW'S THAT POSSIBLE?

MR. TELEVISION: DIGITAL SIGNALS ELIMINATE INTERFERENCE AND "SNOW", TO DELIVER A CRYSTAL CLEAR PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

MR. TELEVISION (2)

ANNOUNCER: ASK MR. TELEVISION!

TIMMY: IS IT TRUE - ANTENNA TV'S HAVE TO BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL STOP WORKING?

MR. TELEVISION: TRUE, TIMMY. BUT ALL YOU NEED TO DO IS GET A LOW-COST CONVERTER BOX LIKE THIS.

TIMMY: THAT'S BETTER?

MR. TELEVISION: SIDE BY SIDE, IT'S BETTER PICTURE AND SOUND, AND THE BEST HIGH-DEFINITION IF YOU HAVE AN HD SET. ENGINEERS SAY THESE FREE OVER-THE-AIR HD SIGNALS WILL DELIVER THE BEST HI-DEFINITION PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

MR. TELEVISION (3)

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TV OWNERS NEED TO UPGRADE TO DIGITAL OR THEIR TV'S WON'T WORK.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: NEAT!

MR. TELEVISION: IT IS NEAT, BECAUSE IT GIVES PEOPLE NEW, FREE CHANNELS.

TIMMY: REALLY?

MR. TELEVISION: DIGITAL SIGNALS ARE MORE EFFICIENT, SO STATIONS CAN BROADCAST MORE FREE CHANNELS. WITH A DIGITAL CONVERTER BOX, SUDDENLY YOUR OLD TV OFFERS A NEW WORLD OF CHOICES. VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

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

1

Comments:

KVCW RAN 30 MINUTE SHOW, "COUNTDOWN TO DTV - ARE YOU READY?" ON 2/14/09 AT 2:30PM

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.

0	<i>Graphic Displays</i>
98	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

THE ANIMATED COUNTDOWN GRAPHIC AIRED TWICE A DAY ON KVCW SINCE 11/10/08 UNTIL 2/17/09. ONCE DURING PRIME TIME [BETWEEN 5PM AND 8PM], AND ONCE DURING LATE FRINGE [BETWEEN 10PM AND 11:30PM].

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.

radio button selected

Yes

radio button not selected

No

Comments:

KVCW CONDUCTED A 'SOFT TEST' ON JANUARY 17TH, 2008. AT 6:30AM, 12:30PM, 7:30PM, AND 12:30AM, THE ANALOG TRANSMITTER WAS SHUT DOWN FOR 4 MINUTES, AND A SLATE WAS PUT UP IN IT'S PLACE INSTRUCTING VIEWERS AT HOME WHO WERE NOT RECEIVING THE DIGITAL SIGNAL OF WHAT TO DO TO ENSURE THAT THEY WOULD BE ABLE TO CONTINUE TO RECEIVE THE SIGNAL AFTER THE TRANSITION.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

radio button selected Yes
 radio button not selected 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.

radio button selected Yes
 radio button not selected No

Comments:

BANNERS TO DTVANSWERS.COM WERE ON EACH PAGE OF THE SITE, ALONG WITH LINKS TO DTV2009.GOV, WHERE VIEWERS CAN RECEIVE INFORMATION ABOUT THE TRANSITION AS WELL AS COUPONS FOR CONVERTER BOXES.

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.

checkbox not checked Speaking Engagements

Comments:

checkbox not checked Community Events

Comments:

checkbox not checked 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 ROB WEISBORD
Signature ROB WEISBORD	Date (mm/dd/yyyy) 04/09/2009

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).

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