

Federal Communications Commission

**FCC MB - CDBS Electronic Filing
Account number: 727201**

**Description: WNLO 2QTR09 DTV ACTIVITY REPORT
Application Reference Number: 20090708AFX
Successfully filed at Jul 8 2009 3:37PM**

Based on the information supplied, no fee is required.

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. -20090708AFX

Licensee WIVB BROADCASTING, LLC		
Call Sign WNLO	Facility Id 71905	Previous Call Sign (if applicable)

Community of License			
City	State	County	Zip Code
BUFFALO	NY	ERIE	14207 -

Nielsen DMA BUFFALO	World Wide Web Home Page Address WWW.CW23.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	23	
<input checked="" type="checkbox"/> Digital	32	

Report reflects information for quarter ending: 06/30/2009

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, if you have fully complied with the requirements of the selected option?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Comments:

Were you required to air service loss notices (See 47 C.F. R. 73.§ 674(b)(5) for details)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
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If **YES**, Complete Section E

Simulcasting:

Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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.

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	190
Total 5:00 a.m. to 1:00 a.m. CSTs	228
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	28
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	63
Total 6:00 p.m. to 11:35 p.m. CSTs	62
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
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	1
Comments: WNLO RAN THE 30-MINUTE DTV INFORMATIONAL PROGRAM, PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS ON SATURDAY, 5/23/09 FROM 3-3:30PM. THE PROGRAM CONTAINED INFORMATION REGARDING THE CHANGE IN THE TRANSITION DATE, WHEN WIVB/WNLO WILL BE TRANSITIONING TO DIGITAL AND WHEN OTHER STATIONS IN OUR TELEVISION MARKET ARE TRANSITIONING TO DIGITAL.	

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

Comments:

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.

Yes No

Comments:

WIVB/WNLO RAN PANELS WITHIN EACH NEWSCAST ADVISING VIEWERS THAT WIVB/WNLO IS TEAMING UP WITH THE FCC TO HOST DTV WALK-IN CENTERS LOCATED WITHIN LOCAL K-MART LOCATIONS FROM MAY 11-15, 2009. THE PANELS EXPLAINED THE DATES/LOCATIONS OF THESE WALK-IN CENTERS AND INFORMED VIEWERS THAT VOLUNTEERS WILL BE ON HAND TO SHOW HOW TO CONNECT A CONVERTER BOX AND TO SIGN UP FOR THE CONVERTER BOX COUPON.

WIVB/WNLO RAN PANELS WITHIN EACH NEWSCAST ADVISING VIEWERS THAT WIVB/WNLO WILL BE CONDUCTING THREE ANALOG SHUT-OFF TESTS ON THURSDAY, MAY 21. WIVB/WNLO WILL SHUT-OFF THEIR ANALOG SIGNALS FROM 7:28-7:30AM, 12:28-12:30PM AND 6:28-6:30PM. THESE PANELS ADVISED VIEWERS THAT DURING THESE TESTS, IF YOU CONTINUE TO SEE REGULAR PROGRAMMING, YOU ARE PREPARED FOR THE SWITCH. IF A VIEWER IS NOT PREPARED, A MESSAGE WILL APPEAR ON THE SCREEN LETTING THEM KNOW WHAT THEY SHOULD DO.

IN THE LAST FEW WEEKS LEADING UP TO THE TRANSITION, WIVB/WNLO RAN STORIES REMINDING VIEWERS ABOUT THE DTV CONVERSION.

WIVB/WNLO RAN PANELS WITHIN EACH NEWSCAST ADVISING VIEWERS THAT WIVB/WNLO IS AGAIN TEAMING UP WITH THE FCC TO HOST DTV WALK-IN CENTERS WITHIN LOCAL K-MART LOCATIONS ON THE WEEKEND OF JUNE 6TH & 7TH, 2009. THE PANELS EXPLAINED THE DATES/LOCATIONS OF THESE WALK-IN CENTERS AND INFORMED VIEWERS THAT VOLUNTEERS WILL BE ON HAND TO SHOW HOW TO CONNECT A CONVERTER BOX AND TO SIGN UP FOR THE CONVERTER BOX COUPON.

WIVB/WNLO RAN PANELS ADVISING VIEWERS THAT THERE WILL BE REPRESENTATIVES TO HELP ANSWER YOUR DTV QUESTIONS AT THE PUBLIC TELEVISION STUDIOS ON JUNE 9, 11 & 12 FROM 10AM-4PM.

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:

WIVB HAS A WEB PAGE ENTITLED "COUNTDOWN TO DIGITAL TV." THIS WEBPAGE HAS A SECTION DEVOTED TO THE MOST FREQUENTLY ASKED QUESTIONS REGARDING DTV, INCLUDING:

"WHAT IS DIGITAL TELEVISION?"

"HOW DO I GET DTV OR HDTV?"

"WHAT IS THE DIGITAL-TO-ANALOG COVERTER BOX ASSISTANCE PROGRAM?"

"IS HDTV THE SAME AS DTV?"

WILL I NEED A NEW TV?"

"WILL I STILL BE ABLE TO USE MY VCR, DVD PLAYER AND CAMCORDER WITH AN HDTV SET?"

SOME OF THE OTHER FEATURS OF THIS WEBPAGE INCLUDE AN HDTV DISCUSSION FORUM, A VIDEO ON HOW TO HOOK UP YOUR CONVERTER BOX, ARTICLES ON THE DEALY OF THE DIGITAL CONVERSION, A TV TECH TALK BLOG AND A LINK TO THE TV CONVERTER BOX COUPON PROGRAM. WIVB/WNLO HAS LINKS TO BOTH THE FCC AND NAB'S TV PAGES.

WIVB/WNLO ADDED INFORMATION ABOUT WIVB'S SERVICE LOSS TO OUR INTERNET HOME PAGE AND ADDED THE FCC'S SIGNAL MAPPING TOOL TO OUR WEBSITE.

WIVB/WNLO ADDED STORIES TO THEIR WEBSITES ADVISING VIEWERS THAT WIVB/WNLO WILL BE TEAMING UP WITH THE FCC TO HOST DTV WALK-IN CENTERS WITHIN LOCAL K-MART LOCATIONS. THE STORIES EXPLAINED THE DATES/LOCATIONS OF THESE WALK-IN CENTERS AND INFORMED VIEWERS THAT VOLUNTEERS WILL BE ON HAND TO SHOW HOW TO CONNECT A CONVERTER BOX AND TO SIGN UP FOR THE CONVERTER BOX COUPON.

WIVB/WNLO ADDED STORIES TO THEIR WEBSITES REGARDING THE ANALOG SHUTDOWN TEST ON MAY 21ST - WHAT VIEWERS CAN EXPECT AND WHAT TO DO IF THEY ARE NOT READY FOR THE CONVERSION TO DTV.

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:

WIVB/WNLO TEAMED UP WITH THE FC TO HOST DTV WALK-IN CENTERS AT LOCAL K-MART STORES ON MAY 11-15, 2009 AND AGAIN ON JUNE 6 & 7, 2009. MEMBERS FROM THE FCC AND WIVB/WNLO ENGINEERING STAFF WERE ON HAND TO SHOW THE PUBLIC HOW TO CONNECT A CONVERTER BOX AND TO SIGN UP FOR THE CONVERTER BOX COUPON.

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
ASSISTANT SECRETARY OF MANAGING MEMBER

Signature
JEAN W. BENZ

Date (mm/dd/yyyy)
07/08/2009

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).

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-PER, 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.