

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 76236**

**Description: KGWN-TV 4Q, 2008 FORM 388**  
**Application Reference Number: 20090106ABD**  
**Successfully filed at Jan 6 2009 11:00AM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>			FOR COMMISSION USE ONLY FILE NO. -20090106ABD
Licensee SAGAMOREHILL BROADCASTING OF WYOMING/NORTHERN COLORADO, LLC			
Call Sign KGWN-TV	Facility Id 63166	Previous Call Sign (if applicable)	
Community of License			
City CHEYENNE	State WY	County LARAMIE	Zip Code 82001 -
Nielsen DMA CHEYENNE-SCOTTSBLUFF	World Wide Web Home Page Address WWW.KGWN.TV	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	5		
<input checked="" type="checkbox"/> Digital	30		
Report reflects information for quarter ending: 12/31/2008			
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
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>Application Purpose:</b>			
<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 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	342
Total 5:00 a.m. to 1:00 a.m. CSTs	250
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	27
Total 6:00 a.m. to 9:00 a.m. CSTs	0
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	75
Total 5:00 p.m. to 10:35 p.m. CSTs	93

Comments:

THE ABOVE TOTALS REFLECT VOLUNTARY AND MANDATORY PROGRAMMING. THE STATION RAN PSAS PROVIDED BY THE NAB AND IN-HOUSE PRODUCED CSTS.

### 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 February 17, 2009.

Total number of 30 Minute Informational Programs	2
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Comments:

THE PROGRAM AIRED ON THE FOLLOWING DATES AND TIMES:  
SUNDAY 10/5/08, 5:30PM  
SUNDAY 10/12/08, 12:00PM

### 100-Day Countdown Eligible Pieces - Last Quarter

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

Comments:

GRAPHICS RAN TWICE EACH DAY BEGINNING ON NOVEMBER 10TH, 2008. ONCE BETWEEN 9:00 AM AND 5:00 PM, AND ONCE BETWEEN 5:00 PM AND 10:00 PM EACH DAY BEGINNING NOVEMBER 10TH 2008 THROUGH DECEMBER 31ST 2008.

### Section D (For all broadcasters)

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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:  
DURING THE PREVIOUS QUARTER, THE STATION RAN SEVERAL NEWS STORIES CONCERNING DTV AND THE DTV TRANSITION.  
  
THE STATION ALSO RAN THE FOLLOWING ADDITIONAL 30 MINUTE DTV EDUCATIONAL PROGRAMS:  
SATURDAY 10/18/08, 1:00AM  
SUNDAY 10/26/08, 1:00AM

SATURDAY 11/08/08, 5:30AM  
 SUNDAY 11/16/08, 6:30AM  
 SUNDAY 11/30/08, 1:00AM  
 SUNDAY 12/7/08, 1:00AM  
 SATURDAY 12/13/08, 1:00AM SATURDAY 12/20/08, 1:00AM  
 SATURDAY 12/27/08, 5:00AM

<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: THE STATION'S WEBSITE PROVIDES A LINK TO THE NAB'S DTVANSWERS WEBSITE, WHICH PROVIDES INFORMATION ABOUT DTV AND THE DTV TRANSITION.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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 type="checkbox"/> Other (describe) Comments:	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
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 GENERAL MANAGER
Signature JOAN TURNER-DOYLE	Date (mm/dd/yyyy) 01/05/2008

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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