

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -	
Licensee MERCURY BROADCASTING COMPANY, INC.					
Call Sign KMTW		Facility Id 77063		Previous Call Sign (if applicable) <input type="text"/>	
Community of License					
City		State	County		Zip Code
HUTCHINSON		KS	RENO		67501 - <input type="text"/>
Nielsen DMA Wichita-Hutchinson Plus <input type="text"/>		World Wide Web Home Page Address WWW.MYTVWICHITA.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog		<input type="text"/>			
<input checked="" type="checkbox"/> Digital		35			
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)? <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 type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Application Purpose:</b>					
<input type="radio"/> DTV Education Report		<input type="text"/>			
<input checked="" type="radio"/> Amendment		File Number BDERCT-20090408ALZ			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					
NOTE: KMTW CEASED ANALOG OPERATIONS ON 2/17/09 <input type="text"/>					

**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	345
Total 5:00 a.m. to 1:00 a.m. CSTs	205
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	11
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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
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	157
Total 5:00 p.m. to 10:35 p.m. CSTs	199
Comments:	
<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	

**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	<input type="text" value="0"/>
Comments:	
<div style="border: 1px solid black; height: 80px;"></div>	

**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.

<input type="text" value="116"/>	<i>Graphic Displays</i>
<input type="text" value="0"/>	<i>Animated Graphics</i>
<input type="text" value="0"/>	<i>Graphic and Audio Displays</i>
<input type="text" value="0"/>	<i>Longer Form Reminders</i>
Comments:	
<div style="border: 1px solid black; height: 80px;"></div>	

**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:	
<div style="border: 1px solid black; padding: 5px;">                 OUR NEWS AT MIDNIGHT AIRED 6 STORIES.                  WE DID A SOFT-TEST ON JANUARY 12TH.                  WE AIRED AN EXTRA 400 PSA'S ABOUT ANTENNAWEB.ORG, COUPONS AND EDUCATION.             </div>	
<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	<input checked="" type="radio"/> Yes <input type="radio"/> No

on that Website? The comment box may be used to describe what was posted on the station's Website.

Comments:

FEATURED DTV ANSWERS WEBLINK, SOFTTEST AND NOW FEATURES RESCANNING FOR CHANNELS ON CONVERTER BOX. ALSO PLUGGED COUPONS.

**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:

**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 THOMAS GDISIS
Signature THOMAS GDISIS	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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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.**

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# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 964267**

**Description: DTV CONSUMER EDUCATION QTRLY ACTIVITY  
REPORT FOR KMTW - MERCURY BROADCASTING**  
**Application Reference Number: 20090408ALZ**  
**Successfully filed at Apr 9 2009 1:50PM**

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

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