

Federal Communications Commission

**FCC MB - CDBS Electronic Filing
Account number: 517337**

**Description: KASA 2QTR09 DTV ACTIVITY REPORT
Application Reference Number: 20090708AHX
Successfully filed at Jul 8 2009 4:41PM**

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. -20090708AHX
Licensee LIN OF NEW MEXICO, LLC			
Call Sign KASA-TV	Facility Id 32311	Previous Call Sign (if applicable)	
Community of License			
City SANTA FE	State NM	County BERNALILLO	Zip Code 87104 -
Nielsen DMA ALBUQUERQUE-SANTA FE	World Wide Web Home Page Address WWW.KASA.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	2		
<input checked="" type="checkbox"/> Digital	27		
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)? <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, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES , Complete Section E			
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
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	813
Total 5:00 a.m. to 1:00 a.m. CSTs	201
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	108
Total 6:00 a.m. to 9:00 a.m. CSTs	52
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	268
Total 5:00 p.m. to 10:35 p.m. CSTs	63
Comments: THESE TOTALS ALSO INCLUDE CRAWLS AND PSA'S AIRED BY THE NETWORK.	

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	2
Comments: ON SUNDAY, MAY 17TH FROM 2PM - 2:30PM WE AIRED A 30 MINUTE DTV INFORMATIONAL PROGRAM. ON SATURDAY, JUNE 6TH FROM 11AM - 11:30AM WE AIRED ANOTHER 30 MINUTE DTV INFORMATIONAL PROGRAM.	

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>
0	<i>Animated Graphics</i>
144	<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:

ON 4/21/09 DURING OUR 9PM NEWS WE AIRED A STORY ABOUT THE COMMUNITY NOT BEING READY ENOUGH FOR THE JUNE 12TH DTV TRANSITION. WE REPORTED THAT ACCORDING TO NIELSEN, THE ALBUQUERQUE-SANTA FE TELEVISION MARKET HAS THE HIGHEST PERCENTAGE OF VIEWERS IN THE NATION THAT ARE NOT READY FOR THE DTV TRANSITION. WE TOLD VIEWERS THAT FCC COMMISSIONER JONATHAN ADELSTEIN WILL BE COMING TO ALBUQUERQUE TO TALK WITH VIEWERS ABOUT THE SWITCH. WE ALSO URGED VIEWERS TO VISIT OUR WEBSITE FOR MORE INFORMATION ON THE TRANSITION AND HOW TO OBTAIN CONVERTER BOXES AND COUPONS. THIS STORY RAN APPROX. 1 MINUTE 40 SECONDS.

ON 4/21/09 DURING OUR 9:30PM NEWS WE AIRED A STORY ABOUT THE COMMUNITY NOT BEING READY ENOUGH FOR THE JUNE 12TH DTV TRANSITION. WE REPORTED THAT ACCORDING TO NIELSEN, THE ALBUQUERQUE-SANTA FE TELEVISION MARKET HAS THE HIGHEST PERCENTAGE OF VIEWERS IN THE NATION THAT ARE NOT READY FOR THE DTV TRANSITION. WE TOLD VIEWERS THAT FCC COMMISSIONER JONATHAN ADELSTEIN WILL BE COMING TO ALBUQUERQUE TO TALK WITH VIEWERS ABOUT THE SWITCH. WE ALSO URGED VIEWERS TO VISIT OUR WEBSITE FOR MORE INFORMATION ON THE TRANSITION AND HOW TO OBTAIN CONVERTER BOXES AND COUPONS. THIS STORY RAN APPROX. 1 MINUTE 40 SECONDS.

ON 4/21/09 DURING OUR 9:30PM NEWS WE AIRED A STORY ABOUT THE FCC COMING TO ALBUQUERQUE AND HOLDING TOWN HALL MEETINGS ABOUT THE UPCOMING DTV TRANSITION. FCC COMMISSIONER JONATHAN ADELSTEIN HOSTED THE MEETING AT THE NATIONAL HISPANIC CULTURAL CENTER IN ALBUQUERQUE. HE SPOKE ABOUT THE DTV TRANSITION AND ANSWERED QUESTIONS ABOUT THE CHANGEOVER. THIS STORY RAN APPROX. 30 SECONDS.

ON 5/18/09 DURING OUR 9:30PM NEWS WE AIRED AN INTERVIEW WITH OUR PRESIDENT AND GENERAL MANAGER, BILL ANDERSON. BILL ANSWERED QUESTIONS ABOUT THE UPCOMING DIGITAL CONVERSION AND WHAT TO EXPECT. THIS INTERVIEW RAN APPROX. 3 MINUTES AND 30 SECONDS.

ON 5/21/09 WE DID A "SOFT TEST" FOR THE DTV TRANSITION. WE AIRED STORIES ALERTING VIEWERS THAT WE WOULD BE DOING A SOFT TEST ON OUR STATIONS. DURING THIS "SOFT TEST" SOME VIEWERS MAY HAVE SEEN OUR PRESIDENT AND GENERAL MANAGER, BILL ANDERSON, SPEAKING TO THEM ABOUT THE CONVERSION. BILL'S MESSAGE READ "HI, I AM PRESIDENT AND GENERAL MANAGER BILL ANDERSON. THE SNOW AND HASH YOU JUST SAW IS PART OF A TEST. IF YOU ARE SEEING THIS MESSAGE THEN ON JUNE 12TH YOUR TELEVISION RECEPTION MAY DISAPPEAR. ON THAT DATE KASA WILL STOP BROADCASTING OVER THE AIR ON CHANNEL 2 BUT WE WILL CONTINUE TO TRANSMIT OUR DIGITAL TELEVISION SIGNAL. IF YOU ARE RECEIVING THIS MESSAGE THEN YOU WILL NEED A DIGITAL CONVERTER BOX. IF YOU DO NEED A CONVERTER BOX THE GOVERNMENT WILL HELP YOU PAY FOR IT. TO GET A COUPON CALL 1-888-388-2009. FOR MORE INFORMATION ON HOW TO PREPARE YOUR TV SET CALL 1-888-CALL-FCC OR VISIT WWW.DTV.GOV FOR MORE INFORMATION" THIS RAN FOR APPROX. 45 SECONDS.

ON 6/4/09 DURING OUR 9PM NEWS WE AIRED A STORY ABOUT THE UPCOMING DIGITAL TRANSITION AND HOW TO RECYCLE OLD TELEVISION SETS IF NEW ONES HAVE BEEN PURCHASED. WE ALSO URGED VIEWERS TO VISIT OUR WEBSITE FOR MORE INFORMATION. THIS STORY RAN APPROX. 1 MINUTE 5 SECONDS.

ON 6/11/09 DURING OUR 9:30PM NEWS WE AIRED AN INTERVIEW WITH OUR CHIEF ENGINEER, FRANK LILLEY. FRANK ANSWERED QUESTIONS ABOUT THE UPCOMING DIGITAL CONVERSION AND WHAT TO EXPECT. THIS INTERVIEW RAN APPROX. 3 MINUTES 30 SECONDS.

ON 6/12/09 DURING OUR 9PM NEWS WE AIRED A STORY ABOUT THE DTV SWITCH BEING A "DONE DEAL". OUR STORY ALERTED THE VIEWERS ABOUT RESCANNING AND OTHER TIPS TO MAKE SURE THEY ARE GETTING THE VERY BEST RECEPTION OUT OF THEIR CONVERTER BOXES. WE DIRECTED VIEWERS TO OUR WEBSITE FOR MORE INFORMATION. THIS STORY RAN APPROX. 30 SECONDS.

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:

KASA HAS A WEB PAGE DEVOTED ENTIRELY TO THE DTV TRANSITION. IT HAS NUMEROUS QUESTIONS AND ANSWERS ABOUT THE TRANSITION AND PROVIDES LINKS TO OTHER IMPORTANT WEB SITES PROVIDING INFORMATION ABOUT THE CHANGE AND THE CONVERTER BOX PROGRAM. THERE IS ALSO A "HOW TO" GUIDE AS WELL AS INFORMATION ON HOW TO GET COUPONS AND HELP PAYING FOR THE CONVERTER BOX.

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:

ON 4/23/09 OUR PRESIDENT AND GENERAL MANAGER, BILL ANDERSON, WAS PART OF A PANEL AT A TOWN HALL MEETING. THIS MEETING WAS HELD AT THE NATIONAL HISPANIC CULTURAL CENTER AND WAS HOSTED BY FCC COMMISSIONER, JONATHAN ADELSTEIN. BILL TOOK PART IN SPEAKING ABOUT THE DTV TRANSITION AND ALSO HELPED TO ANSWER QUESTIONS FROM THE PUBLIC.

ON 5/18/09 OUR PRESIDENT AND GENERAL MANAGER, BILL ANDERSON, DID AN INTERVIEW FOR OUR NEWSCASTS ABOUT THE DTV TRANSITION, WHAT TO EXPECT, TIPS ON GETTING COUPONS AS WELL AS TIPS ON GETTING THE MOST OUT OF YOUR CONVERTER BOX.

ON 6/11/09 OUR CHIEF ENGINEER, FRANK LILLEY, DID AN INTERVIEW FOR OUR NEWSCASTS ABOUT THE DTV TRANSITION, WHAT TO EXPECT, TIPS ON GETTING COUPONS AS WELL AS TIPS ON GETTING THE MOST OUT OF YOUR CONVERTER BOX.

 Community Events

Comments:

 Other (describe)

Comments:

WE SENT A PRESS RELEASE TO THE DURANGO HERALD AND THE FARMINGTON DAILY TIMES ALERTING THEM ABOUT THE TRANSLATORS IN THE FOUR CORNERS AREA TRANSITIONING TO DIGITAL. WE ALERTED THEM THAT STARTING ON 5/11/09 WE WILL BE CONVERTING TRANSLATORS IN THE FOUR CORNERS AREA TO DIGITAL. IF YOU RECEIVE VIEWER CALLS FROM THE FOUR CORNERS AREA ABOUT LOST OF SIGNAL THEY MAY NEED TO INSTALL A DIGITAL CONVERTER BOX OR IF THEY HAVE ONE, THEY MAY NEED TO DO A CHANNEL SCAN TO FIND THE NEW DIGITAL CHANNELS. THE SCHEDULE IS:

THIS AFTERNOON MAY 11TH, KASA DURANGO TRANSLATOR ON CHANNEL 39, KASA BAYFIELD, CO TRANSLATOR ON CHANNEL 50 AND KREZ BAYFIELD, CO TRANSLATOR ON CHANNEL 42 WILL BE CONVERTED TO DIGITAL. VIEWERS RECEIVING THESE TRANSLATORS WITH AN ANTENNA WILL NEED A DIGITAL CONVERTER BOX TO RECEIVE THESE CHANNELS.

TUESDAY MAY 12TH, KASA FARMINGTON TRANSLATOR ON CHANNEL 27, KASA AZTEC TRANSLATOR ON CHANNEL 44 AND KREZ DURANGO TRANSLATOR ON CHANNEL 31 WILL BE CONVERTED TO DIGITAL. VIEWERS RECEIVING THESE TRANSLATORS WITH AN ANTENNA WILL NEED A DIGITAL TELEVISION OR CONVERTER BOX TO RECEIVE THESE CHANNELS.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on <http://www.dtv.gov>, predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.

A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air 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. Did your station run these notices, in addition to any other consumer education efforts required by these rules?

Yes No

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-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.