

**FCC 388**  
**DTV Quarterly Activity Station Report**

FOR COMMISSION USE ONLY  
FILE NO. -

Licensee  
COCOLA BROADCASTING COMPANIES LLC

Call Sign  
KGMC

Facility Id  
23302

Previous Call Sign (if applicable)

Community of License

City	State	County	Zip Code
CLOVIS	CA	FRESNO	93619 -

Nielsen DMA  
FRESNO-VISALIA

World Wide Web Home Page Address  
WWW.COCOLATV.COM

Licensee Renewal Expiration Date  
(mm/dd/yyyy)  
12/01/2014

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

<input checked="" type="checkbox"/> Analog	43
<input checked="" type="checkbox"/> Digital	44

Report reflects information for quarter ending: 06/30/2008

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	634
Total 5:00 a.m. to 1:00 a.m. CSTs	557

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	154
-----------------------------------	-----

Total 6:00 a.m. to 9:00 a.m. CSTs	60
-----------------------------------	----

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	253
------------------------------------	-----

Total 6:00 p.m. to 11:35 p.m. CSTs	253
------------------------------------	-----

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	
------------------------------------	--

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., prior to February 17, 2009.

Total number of 30 Minute Informational Programs	0
--------------------------------------------------	---

Comments:

### 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	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

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, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes  No

Comments:

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

Does your station have a Website?

 Yes  NoIf 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. Yes  No

Comments:

A SEPARATE WEB PAGE INFORMS VIEWERS THAT LOW POWER STATIONS ARE NOT REQUIRED TO CONVERT BY 2009. IT ADVISES THAT IN ORDER TO RECEIVE ANALOG SIGNALS VIEWERS NEED TO HAVE A DIGITAL CONVERTER BOX WITH "ANALOG PASS THRU" CAPABILITY AND LISTS THE BOXES CURRENTLY AVAILABLE. LINKS ARE PROVIDED TO WWW.KEEPUSON.COM AND WWW.DTV2009.GOV.

**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:

DUE TO UNFAMILIARITY WITH THE FCC'S NEW METHOD FOR FILING FORM 388, COCOLA BROADCASTING COMPANIES LLC ("COCOLA") THOUGHT IT HAD TIMELY-FILED ITS SECOND QUARTER FORM. COCOLA DISCOVERED, HOWEVER, THAT ITS REPORT WAS NOT ACTUALLY SUBMITTED. COCOLA THEREFORE IS SUBMITTING ITS FORM 388 TODAY, LESS THAN 24 HOURS AFTER THE ACTUAL DEADLINE, AND REQUESTS A SHORT WAIVER OF THE FCC'S JULY 10 FILING DEADLINE TO ACCOMMODATE THIS FILING.

**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  
PRESIDENT

Signature

Date (mm/dd/yyyy)

GARY M. COCOLA

07/01/2008

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).

**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-PERF, 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](mailto: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.**

# Federal Communications Commission

FCC MB - CDBS Electronic Filing  
Account number: 807037

Description: FCC 388 -- DTV QUARTERLY ACTIVITY STATION REPORT  
Application Reference Number: 20080711ADX  
Successfully filed at Jul 11 2008 6:09PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)