

Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 801932

Description: KSAZ 2Q 2008 FORM 388

Application Reference Number: 20080707AJY

Successfully filed at Jul 7 2008 7:52PM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20080707AJY	
Licensee KSAZ LICENSE, INC.					
Call Sign KSAZ-TV		Facility Id 35587		Previous Call Sign (if applicable)	
Community of License					
City PHOENIX		State AZ	County MARICOPA	Zip Code 85003 -	
Nielsen DMA LOS ANGELES		World Wide Web Home Page Address WWW.MYFOXPHOENIX.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	10				
<input checked="" type="checkbox"/> Digital	31				
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)? <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	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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	228
Total 5:00 a.m. to 1:00 a.m. CSTs	223

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	15
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	86
Total 6:00 p.m. to 11:35 p.m. CSTs	62
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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	

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
<p>Comments:</p> <p>THE FOLLOWING INFORMATION CAN BE FOUND ON OUR WEBSITE, WWW.MYFOXPHOENIX.COM:</p> <p>7 THINGS YOU MUST KNOW</p> <p>ON FEB. 17, 2009, FEDERAL LAW REQUIRES THAT ALL FULL-POWER TELEVISION BROADCAST STATIONS STOP BROADCASTING IN ANALOG FORMAT AND BROADCAST ONLY IN DIGITAL FORMAT. THIS MEANS THAT AFTER THAT DATE ALL TV SETS NOT EQUIPPED WITH DIGITAL TUNERS WILL NO LONGER BE ABLE TO RECEIVE PROGRAMMING THROUGH ROOFTOP OR RABBIT-EAR ANTENNAS.</p> <p>WITH THE CLOCK TICKING DOWN, BELOW ARE SEVEN THINGS YOU NEED TO KNOW TO MAKE SURE YOU'RE READY FOR ALL-DIGITAL BROADCASTING.</p> <p>1. WHY DTV CONVERSION?</p> <p>ALL-DIGITAL BROADCASTING WILL FREE UP FREQUENCIES FOR PUBLIC SAFETY COMMUNICATIONS SUCH AS POLICE, FIRE, AND EMERGENCY RESCUE, AS WELL AS ADVANCED COMMERCIAL WIRELESS SERVICES FOR CONSUMERS.</p> <p>DIGITAL IS A MORE EFFICIENT TRANSMISSION TECHNOLOGY THAT ALLOWS BROADCAST STATIONS TO OFFER IMPROVED PICTURE AND SOUND QUALITY WITHOUT INTERFERENCE. IT ALSO OFFERS MORE PROGRAMMING OPTIONS FOR CONSUMERS THROUGH MULTIPLE BROADCAST STREAMS.</p> <p>2. WHO'S AFFECTED?</p> <p>IF YOU RECEIVE PROGRAMMING THROUGH A CABLE TV PROVIDER, YOUR SERVICE WILL BE UNAFFECTED BY THE SWITCH; SATELLITE TV SERVICE, VCRS, CAMCORDERS, DVD PLAYERS AND VIDEO GAME SYSTEMS WILL ALSO NOT BE AFFECTED. THE SWITCH ONLY APPLIES TO FREE OVER-THE-AIR PROGRAMMING.</p> <p>IF YOU ONLY RECEIVE OVER-THE-AIR PROGRAMMING, YOU WILL NEED A TV SET WITH A BUILT-IN DIGITAL TUNER OR A DIGITAL-READY MONITOR WITH A SEPARATE DIGITAL TUNER SET-TOP BOX. THE ONLY ADDITIONAL EQUIPMENT REQUIRED TO VIEW OVER-THE-AIR DIGITAL PROGRAMMING WITH A DTV-EQUIPPED SET IS A REGULAR ROOFTOP OR SET-TOP ANTENNA.</p> <p>3. DOES MY SET HAVE A DIGITAL TUNER?</p> <p>IF YOUR TELEVISION SET IS LABELED AS "ANALOG" OR "NTSC," BUT IS NOT LABELED AS CONTAINING A DIGITAL TUNER, IT CONTAINS AN ANALOG TUNER ONLY AND WILL NEED A SET-TOP CONVERTER. CHECK YOUR OWNER'S MANUAL OR LOOK ON THE SET FOR AN INDICATION THAT IT HAS "DIGITAL INPUT" OR "ATSC". YOU CAN ALSO GO TO THE MANUFACTURER'S WEB SITES BELOW AND CHECK THE CAPABILITIES OF THE SET BY THE MANUFACTURER MODEL NUMBER.</p> <p>WHEN PURCHASING A TV, IF IT DOES NOT INCLUDE A DIGITAL TUNER, THE SELLER MUST DISCLOSE AT THE POINT-OF-SALE THAT THE DEVICE INCLUDES ONLY AN ANALOG TUNER, AND THEREFORE WILL REQUIRE A SET-TOP CONVERTER BOX TO RECEIVE OVER-THE-AIR BROADCAST TELEVISION AFTER THE TRANSITION DATE. RETAILERS MUST DISPLAY THE FOLLOWING TEXT IF THEY ARE SELLING TV EQUIPMENT WITH ONLY AN ANALOG TUNER:</p> <p>"THIS TELEVISION RECEIVER HAS ONLY AN ANALOG BROADCAST TUNER AND WILL REQUIRE A CONVERTER BOX AFTER FEBRUARY 17, 2009 TO RECEIVE OVER-THE-AIR BROADCASTS WITH AN ANTENNA BECAUSE OF THE NATION'S TRANSITION TO DIGITAL BROADCASTING. ANALOG-ONLY TVS SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCRS, DVD PLAYERS, AND SIMILAR PRODUCTS."</p> <p>4. WHAT IF MY TV IS NOT READY?</p> <p>IF YOUR TV ISN'T DIGITAL, YOU WILL HAVE TO PURCHASE AN ANALOG-TO-DIGITAL SET-TOP CONVERTER BOX TO ATTACH TO YOUR TV SET IN ORDER TO VIEW OVER-THE-AIR DIGITAL PROGRAMMING.</p>	

EACH TV WILL REQUIRE ITS OWN CONVERTER, SHARING CONVERTER BOXES WILL NOT WORK.

5. CONVERTER BOX COUPONS

UNTIL MARCH 31, 2009, ALL U.S. HOUSEHOLDS WILL BE ABLE TO REQUEST UP TO TWO COUPONS, WORTH \$40 EACH, TO BE USED TOWARD THE PURCHASE OF ELIGIBLE DIGITAL-TO-ANALOG CONVERTER BOXES.

COUPON-ELIGIBLE CONVERTER BOXES ARE EXPECTED TO COST BETWEEN \$50-\$70 AND WILL BE AVAILABLE AT ELECTRONICS STORES AND ONLINE RETAILERS.

HOW DO I REQUEST A COUPON? (THIS PROVIDES A LINK TO THE WEBSITE

[HTTPS://WWW.DTV2009.GOV/OPTIONS.ASPX](https://www.dtv2009.gov/options.aspx))

COUPONS WILL BE AVAILABLE ON A FIRST COME, FIRST SERVED BASIS. THIS WILL INCLUDE RETAIL INFORMATION INDICATING WHERE CONVERTER BOXES ARE AVAILABLE FOR PURCHASE WITHIN A FIVE-MILE RADIUS OF RECIPIENTS' HOMES.

OR SEARCH HERE FOR A RETAILER NEAR YOU. COUPONS WILL EXPIRE 90 DAYS FROM THE DATE ISSUED. (THE SECTION ALSO LINKS TO [HTTPS://WWW.DTV2009.GOV/VENDORSEARCH.ASPX](https://www.dtv2009.gov/vendorsearch.aspx) TO FIND THE LOCATION OF A RETAILER THAT SELLS THE CONVERTER BOXES).

6. WHAT ANTENNA IS RIGHT FOR YOU?

NEED HELP LOCATING THE PROPER OUTDOOR ANTENNA TO RECEIVE YOUR LOCAL TELEVISION BROADCAST CHANNELS? BASED ON GEOGRAPHICAL MAPS AND SIGNAL STRENGTHS, ANTENNAWEB.ORG LOCATES THE BEST ANTENNA FOR YOU ? WHETHER IT'S A HOME SATELLITE SYSTEM, HIGH-DEFINITION TELEVISION (HDTV) OR A TRADITIONAL ANALOG SET.

>> FIND YOUR RECOMMENDED ANTENNA (THIS IS A LINK TO THE WEBSITE

[HTTP://ANTENNAWEB.ORG/AW/ADDRESS.ASPX](http://antennaweb.org/aw/address.aspx))

7. HOW DO I HOOK UP A CONVERTER BOX?

THIS QUICK START GUIDE WILL GIVE YOU EASY INSTRUCTIONS ON HOW TO INSTALL AND USE THE DTV SET-TOP CONVERTER BOX. THE GUIDE WILL HELP YOU UNDERSTAND WHAT A DIGITAL TELEVISION CONVERTER BOX LOOKS LIKE AND HOW EASY IT IS TO INSTALL AND USE. STEP-BY-STEP INSTRUCTIONS WITH COLOR DIAGRAMS MAKE CONVERTING A SNAP.

>> DOWNLOAD PRINTABLE CONVERTER BOX GUIDE (PDF)

OTHER DTV RESOURCES (THE FOLLOWING ITEMS LINK TO EXTERNAL WEBSITES FOR ADDITIONAL INFORMATION)

>> DTV ANSWERS

>> DTV ANSWERS IN SPANISH

>> DTV IS COMING (FACT SHEET)

>> DIGITAL TELEVISION (DTV.GOV)

MANUFACTURERS' DTV CONVERSION SITES

? PHILLIPS

? TOSHIBA

? SONY

? MITSUBISHI

? HITACHI

? JVC

? PANASONIC

? ZENITH

? PIONEER

? RCA

? SHARP

? SAMSUNG

? FUJITSU

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:

KSAZ PARTICIPATED IN FIVE COMMUNITY OUTREACH EVENTS DURING THE PERIOD OF APRIL 1, 2008 TO JUNE 30, 2008. AT THOSE EVENTS, WE PROVIDED THE PUBLIC WITH HANDOUTS REGARDING THE DTV TRANSITION WHICH EXPLAINS THE DIGITAL TELEVISION TRANSITION AND A LIST OF FREQUENTLY ASKED QUESTIONS.

 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:

KSAZ'S PARENT COMPANY AND SISTER COMPANIES ARE ENGAGED IN SIGNIFICANT OUTREACH TO DIVERSE SEGMENTS OF THE COMMUNITY AS DESCRIBED BELOW.

PREPARING CONSUMERS FOR THE DTV TRANSITION

FOX CONTINUES OUR EXTENDED DTV CONSUMER EDUCATION OUTREACH TO THOSE GROUPS IDENTIFIED BY THE FCC WHO ARE MOST VULNERABLE AND AT THE HIGHEST RISK OF BEING NEGATIVELY IMPACTED BY THE TRANSITION. THESE GROUPS INCLUDE MULTI-CULTURAL COMMUNITIES, SENIORS, TRIBAL COMMUNITIES, NON-ENGLISH SPEAKING CONSUMERS, AND OTHER SOCIALLY- AND ECONOMICALLY-DISADVANTAGED GROUPS.

FOX HAS PARTNERED WITH LOCAL AND NATIONAL MUTI-CULTURAL, PUBLIC INTEREST ORGANIZATIONS TO DISSEMINATE MATERIALS AND INFORMATION ON THE UPCOMING TRANSITION REACHING UP TO SEVERAL MILLION CONSUMERS WHO MAY NOT OTHERWISE RECEIVE THIS INFORMATION THROUGH THE TRADITIONAL MEANS OF DISSEMINATION. FOLLOWING IS A PARTIAL LISTING OF ORGANIZATIONS WHICH REPRESENT THE INTERESTS OF MANY OF THE GROUPS IDENTIFIED BY THE FCC:

AARP
 ALIANZA
 AM 1600 WWRL - NY TALK RADIO
 AMERICAN INDIAN CHAMBER OF COMMERCE
 AMERICAN INDIAN YOUTH CHAMBER
 ASIAN & PACIFIC AMERICAN ISLANDER HERITAGE MONTH PLANNING COMMITTEE
 ASIAN PACIFIC AMERICAN LEGAL CENTER
 ASIAN FEDERATION
 AZTV - NATIVE AMERICAN
 CAAM
 CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS
 KOREAN AMERICAN COALITION
 CITY OF PHOENIX - WORKFORCE MANAGEMENT
 CITY OF PHOENIX - FILM PRODUCTION MANAGEMENT
 CONGRESSIONAL BLACK CAUCUS FOUNDATION
 CONGRESSIONAL HISPANIC CAUCUS
 THE EAGLE ACADEMY - NY
 DELTA PHI KAPPA
 THURGOOD MARSHALL SCHOLARSHIP FOUNDATION
 INDIAN COUNTRY TODAY
 JAPANESE AMERICAN NATIONAL MUSEUM
 ASIAN YOUTH CENTER

LA COUNTY CONSUMER AFFAIRS DEPARTMENTS
LA SENTINEL
LOS ANGELES UNIFIED SCHOOL DISTRICT
LEAGUE OF UNITED LATIN AMERICAN CITIZENS
NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS
NATIONAL PUERTO RICAN COUNCIL
NATIVE AMERICAN CONNECTIONS
NATIVE AMERICAN MEDIA AND TECHNOLOGY NETWORK
NATIVE AMERICAN PUBLIC TELECOMMUNICATIONS
NATIVE AMERICAN WORKFORCE SERVICE
OFFICE OF ANTONIO VILLARAIGOSA, MAYOR OF LOS ANGELES
PHOENIX INDIAN CENTER, INC.
SAG NATIVE AMERICAN COMMITTEE
SEMPRA
TELECON - PHOENIX
THE FORD THEATRE FOUNDATION

ADDITIONALLY, FOX HAS SPONSORED MANY EVENTS AND CONFERENCES, WHICH PROVIDE WITH UNIQUE OPPORTUNITIES TO REACH A BROADER AND MORE DIVERSE GROUP OF CONSUMERS.

HONDA BATTLE OF THE BANDS EVENT / RECRUITMENT FAIR FOR HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
DTV - BE THE CHANGE COMMUNITY EVENT
HCPR OPEN HOUSE
HISPANIC FEDERATION GALA
LUNAR NEW YEAR, KSCI'S MOON FESTIVAL
NATIONAL ASSOCIATION OF MINORITY MEDIA EXECUTIVES
NATIONAL LESBIAN AND GAY JOURNALISTS ASSOCIATION ANNUAL BENEFIT
SIPA-(SEARCH TO INVOLVE PHILIPINO AMERICANS)
YMCA BLACK ACHIEVERS GALA
FOUNDERS DAY GALA - 100 BLACK MEN
AMERICAN INDIAN CHAMBER OF COMMERCE OF CALIFORNIA EXPO '08
NALIP
UNITED NEGRO COLLEGE FUND - WALK FOR EDUCATION
IMAGEN ANNUAL CAREER FAIR
CENTER FOR ASIAN AMERICAN MEDIA
AMERICAN INDIAN FILM FESTIVAL
CAAM FILM FESTIVAL
VISUAL COMMUNICATIONS ASIAN PACIFIC FILM FESTIVAL
BLACK RETAIL ACTION GROUP
RAINBOW PUSH ANNUAL CONFERENCE
CONGRESSIONAL BLACK CAUCUS FOUNDATION ANNUAL LEGISLATIVE CONFERENCE (UPCOMING)
CONGRESSIONAL HISPANIC CAUCUS INSTITUTE PUBLIC POLICY CONFERENCE (UPCOMING)
UNITY: JOURNALISTS OF COLOR CONFERENCE (UPCOMING)

THE COMPANY'S LONG-STANDING, AND MUTUALLY BENEFICIAL AND SUPPORTIVE RELATIONSHIPS IN LOS ANGELES AND THE STATE OF CALIFORNIA HAVE ALLOWED US THE OPPORTUNITY TO EDUCATE ELECTED OFFICIALS ON THE DTV TRANSITION AND EFFECT A POSITIVE IMPACT ON THE STATE'S CONSUMER EDUCATION OUTREACH.

OUTREACH WAS INITIATED SIMULTANEOUSLY BOTH AT THE STATE AND LOCAL LEVEL.

MET WITH THE CA STATE ASSEMBLY SPEAKER'S OFFICE AS WELL AS THE SENATE PRO TEM'S OFFICE (THE LEADERSHIP IN BOTH HOUSES WHO CAN BRING LIGHT TO THE ISSUE). THEY REQUESTED ADDITIONAL INFORMATION (FAQ / ONE SHEET) AND ARE PLANNING TO DISSEMINATE THROUGHOUT THEIR LOCAL DISTRICTS AND UPCOMING TOWN HALLS. THEY WILL ENCOURAGE THEIR COLLEAGUES TO OUTREACH AND GET OUT THE WORD.

TARGETED LEGISLATORS WHO HEAD COMMITTEES THAT HAVE JURISDICTION OVER SUCH ISSUES (I.E.,

THE ASSEMBLY - ARTS, ENTERTAINMENT, SPORTS, TOURISM AND INTERNET MEDIA) AND PRESENTED THE FACTUAL INFORMATION AND LOBBIED FOR SOME TYPE OF OUTREACH EFFORTS.

OUTREACHED TO GOVERNOR'S OFFICE (SHARED BASIC INFORMATION AND ALERTED THEM TO THE ISSUE).

COORDINATED WITH & LOBBIED VIGOROUSLY ALONG WITH THE CALIFORNIA ASSOC. OF BROADCASTERS (CAB).

AS A RESULT OF OUR BASIC "WE'RE JUST PROVIDING YOU WITH INFORMATION ON AN IMPORTANT ISSUE" MESSAGE, WE WERE ABLE TO CONVINCED LEGISLATORS TO RECOGNIZE THE POTENTIAL IMPACT THE UPCOMING TRANSITION WOULD HAVE ON THEIR CONSTITUENCIES - MORE SPECIFICALLY THE LOWER INCOME, NON-ENGLISH SPEAKING AND SENIOR COMMUNITIES.

AS A RESULT OF OUR TARGETED EFFORTS AT THE STATE LEVEL, NUMEROUS OUTREACH AND AWARENESS PROGRAMS OR BILLS HAVE BEEN PLANNED:

ASSEMBLY MEMBER LLOYD LEVINE HAS INTRODUCED A BILL (AB 2769) WHICH WOULD REQUIRE, AMONG OTHER THINGS, THAT RETAILERS POST NOTICES AND MAKE AVAILABLE BROCHURES REGARDING THE TRANSITION (INCLUDING THE SPECIFIC WEB SITE ADDRESS AND PHONE NUMBER PROVIDED BY THE FCC ON DIGITAL TELEVISION TRANSITION) AS WELL AS INFORMATION ON THE NEAREST "ELECTRONIC WASTE RECYCLING" STATION.

SENATOR ROMERO HAS INTRODUCED A SENATE RESOLUTION (SR24) WHICH DESIGNATES MAY 2008 AS DIGITAL TELEVISION EDUCATION MONTH IN THE STATE AND ASKS THAT PUBLIC OFFICIALS AND THE PEOPLE OF THE STATE BECOME INFORMED DURING THE MONTH ABOUT DIGITAL TV. SENATOR ROMERO IS PLANNING TO HOLD A PRESS CONFERENCE ON MAY 1ST IN ASSOCIATION WITH THE CA BROADCASTERS ASSOCIATION TO UNVEIL HER RESOLUTION AND MONTH LONG AWARENESS CAMPAIGN.

THE ASSEMBLY ARTS & ENTERTAINMENT COMMITTEE IS ALSO PREPARING FOR A HEARING ON THE ISSUE. THEY PLAN ON AN INFORMATIONAL PANEL HEARING - PRESENTATION AND Q&A, TO MAKE SURE ALL INFORMATION SOURCES HAVE BEEN IDENTIFIED AND QUESTIONS AND ISSUES REGARDING THE PROCEDURE FOR OBTAINING THE GOVERNMENT ISSUED COUPON TO PURCHASE A CONVERTER BOX, HAVE BEEN ADDRESSED.

AT THE STATE LEVEL WE ALSO MET WITH THE CALIFORNIA CONSUMER AFFAIRS DEPARTMENT - THEY DISSEMINATE INFORMATION AND TAKE COMPLAINTS ON ALL CONSUMER RELATED ISSUES (I.E., ID THEFT, COMPLAINTS AGAINST CONTRACTORS, ETC., ETC.). THEY TOO, WILL BE DISSEMINATING INFORMATION VIA THEIR WEBSITE.

ALSO IMPLEMENTED OUTREACH EFFORTS TO OUR LOCAL OFFICIALS AND AGENCIES, INCLUDING THE L.A. COUNTY CONSUMER AFFAIRS OFFICE. PRIMARY FUNCTION OF THE COUNTY CONSUMER AFFAIRS OFFICE IS PARALLEL TO THAT OF THE STATE CONSUMER AFFAIRS DEPT. BUT ON A MORE LOCAL LEVEL; THEY TOO, FIELD COMPLAINTS FROM THE PUBLIC AND OUTREACH TO THOSE SECTORS OF THE COMMUNITY MOST LIKELY TO BE VULNERABLE PRAYS OF SCAMMERS (I.E., POTENTIAL FOR BAIT AND SWITCH TO GET CONSUMERS TO SPEND MORE MONEY ON A LEVEL OF PRODUCT THAT IS NOT NECESSARY FOR BASIC DIGITAL TRANSMISSION, OR EVEN THE POTENTIAL FOR A "BLACK MARKET" FOR COUPONS OR THE DTV CONVERTERS THEMSELVES).

ALSO, A MEETING WITH THE MAYOR'S OFFICE IS IN THE PROCESS OF BEING SCHEDULED. THE BASIC INFORMATIONAL PRESENTATION WILL BE GIVEN TO THE MAYOR'S FIELD OPERATION DIVISION - WHICH MEETS ONCE A MONTH. THIS IS THE CORE DEPARTMENT WITHIN THE MAYOR'S OFFICE THAT HANDLES OUTREACH INTO THE COMMUNITY ON ALL ISSUES (GRASSROOTS EFFORT).

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 VICE PRESIDENT, GENERAL MANAGER
Signature PAT NEVIN	Date (mm/dd/yyyy) 07/07/2008

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-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.