

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 801932**

**Description: KSAZ DTV EDUCATION REPORT OCTOBER 2008**  
**Application Reference Number: 20081007AKA**  
**Successfully filed at Oct 7 2008 5:49PM**

**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. -20081007AKA	
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 PHOENIX (PRESCOTT)	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: 09/30/2008			
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	
<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	217
Total 5:00 a.m. to 1:00 a.m. CSTs	215

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	23
Total 6:00 a.m. to 9:00 a.m. CSTs	13

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	83
Total 6:00 p.m. to 11:35 p.m. CSTs	69

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
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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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Comments:  
ON MONDAY, AUGUST 25, 2008, WE AIRED TWO NEWS STORY ON THE DTV TRANSITION. THE FIRST

STORY FEATURED A PHOENIX MAN AND HE EXPLAINED HOW DTV AND HIS NEW CONVERTER BOX IS CHANGING HIS RABBIT EARS WAY OF LIFE. THE SECOND STORY FEATURED COX COMMUNICATIONS REMINDING VALLEY RESIDENTS TO REMEMBER ABOUT THE DIFFERENT TVS IN THE HOUSE. THE STORY ALOS FEATURED DPS EXPLAINING WHY DTV MAY ACTUALLY IMPROVE PUBLIC SAFETY.

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

Does your station have a Website?

Yes  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.

Yes  No

Comments:

THE FOLLOWING INFORMATION CAN BE FOUND ON OUR WEBSITE, WWW.MYFOXPHOENIX.COM:

**7 THINGS YOU MUST KNOW**

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.

WITH THE CLOCK TICKING DOWN, BELOW ARE SEVEN THINGS YOU NEED TO KNOW TO MAKE SURE YOU'RE READY FOR ALL-DIGITAL BROADCASTING.

**1. WHY DTV CONVERSION?**

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.

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.

**2. WHO'S AFFECTED?**

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.

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.

**3. DOES MY SET HAVE A DIGITAL TUNER?**

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.

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:

"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."

#### 4. WHAT IF MY TV IS NOT READY?

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.

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

THE WEBSITE ALSO INCLUDES FOUR STANDUPS THAT OUR NEWS DEPARTMENT PRODUCED. THE FOLLOWING IS THE LIST OF TOPICS COVERED BY THESE STANDUPS:  
 1-DTV IS THE LATEST CHAPER IN THE HISTORY OF TELEVISION.  
 2-FOX 10 MADE THE DTV TRANSITION, SO BUY YOUR CONVERTOR BOX UNLESS YOU WANT TO SEE SNOW IN FEBRUARY.  
 3-HOW DTV MAY HELP DPS IMPROVE PUBLIC SAFETY.  
 4-WHY DTV IS NO WORRY IF YOU'RE HOOKED ON CABLE OR SATELLITE.

**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:

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. THE COMPANY HAS FOCUSED ITS ATTENTION TOWARD WORKING WITH NATIONAL YOUTH ORGANIZATIONS TO MENTOR AND ENCOURAGE YOUNG ADULTS TO ASSIST IN BRIDGING THE DTV TECHNOLOGICAL AND INFORMATIONAL GAP FOR SENIORS AND THE SOCIALLY- AND ECONOMICALLY-DISADVANTAGED GROUPS IN THEIR COMMUNITIES. THE COMPANY HAS EXPENDED TIME AND RESOURCES PREPARING THESE YOUNG ADULTS TO NOT ONLY PRESENT THE CHALLENGES AND OPPORTUNITIES OF THE TRANSITION TO COMMUNITY GROUPS, BUT ALSO TO DEMONSTRATE THE INSTALLATION AND OPERATION OF THE CONVERTER BOXES AND ANTENNAS.

THE DIVERSITY DEVELOPMENT GROUP IS CURRENTLY DEVELOPING A STRATEGIC PLAN FOR FOX OWNED-AND-OPERATED STATIONS AS WELL AS FOX AFFILIATES FOR FACILITATING A "DTV EDUCATION DAY", CONCENTRATING ON THE SENIOR AND MINORITY COMMUNITIES IN THE MARKETS THAT HAVE BEEN IDENTIFIED BY NIELSEN AS BEING UNDER PREPARED FOR THE TRANSITION.

ADDITIONALLY, WE CONTINUE TO WORK WITH OUR LOCAL AND NATIONAL COMMUNITY PARTNERS 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  
CONGRESSIONAL HISPANIC CAUCUS INSTITUTE PUBLIC POLICY CONFERENCE

UNITY: JOURNALISTS OF COLOR CONFERENCE

### 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 VP & GENERAL MANAGER
Signature PAT NEVIN	Date (mm/dd/yyyy) 10/07/2008

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).

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.