

## FCC 388

### DTV Consumer Education Quarterly Activity Report

**Instructions**

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

**Station Call Sign(s)**

KSAZ

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**Report reflects information for quarter ending (mm/dd/yy)**

03/31/08

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**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

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign	Channel Numbers	Community of License			
KSAZ	Analog    10 <input checked="" type="checkbox"/> Digital    31 <input checked="" type="checkbox"/>	City	State	County	Zip Code
		Phoenix	Arizona	Maricopa	85003
Licensee    KSAZ Licensee, Inc.					
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA	World Wide Web Home Page Address		
10, 31		Phoenix	www.myfoxphoenix.com		
Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)			
35587		10/01/14			

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

**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

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

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

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

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

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

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 (add additional sheets where necessary):  
This report covers the day of March 31, 2008.

**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 (add additional sheets where necessary):

**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 (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes     No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):

**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 (add additional sheets where necessary):

**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 (add additional sheets where necessary):

On February 17, 2009, federal law requires that all full-power U.S. broadcast stations must switch from analog television broadcasting to digital television (DTV) broadcasting.

Here are some facts about the digital television transition, how it affects you, and how you can get ready now.

See our DTV Frequently Asked Questions (below) for more in-depth information about digital television.

We have also made the following downloadable files available for your reference:

- DTV one-sheet

**DTV Benefits for the Public**

According to the Federal Communications Commission (FCC), the digital television conversion benefits consumers by:

- Providing clear pictures, quality sound and more programming and channels.
- Providing future interactive video and data services for the TV of the future.
- Allowing more emergency & safety transmission.

**Who will this Affect?**

If you currently rely on rabbit ears or a roof top antenna and have an analog television, after February 17, 2009, you will no longer be able to receive television programming.

**Three Solutions**

These are the options when it comes to making sure you and your televisions are "DTV ready" when the transition happens:

- Purchase a DTV converter box that will convert the digital signal into analog in order to be transmitted digitally through your functioning VHF or UHF antenna to your analog television.
- Obtain a digital television and use your functioning VHF or UHF antenna.
- Subscribe to a cable or satellite provider which will allow your analog TV to continue to function.

**TV Converter Box Coupon Program**

To help consumers make the leap from analog to digital television broadcast readiness, the National Telecommunications &

Information Administration (NTIA), a federal agency, started the "TV Converter Box Coupon Program" in January 2008. Each household may apply for two coupons, each worth \$40. Coupon-eligible converter boxes are expected to cost between \$50 - \$70 and will be available at electronics stores and online retailers. Consumers can apply to the NTIA through [www.dtv.gov](http://www.dtv.gov), toll free (888) 388-2009 or by mail. Coupons will be available on a first come, first serve basis, and distribution will start in early spring of 2008. This will include retail information where converter boxes are available for purchase within a five mile radius of recipients' homes. Coupons will expire after 90 days from the date that they were issued.

#### DTV Transition: Frequently Asked Questions

Q. What happens on February 17, 2009, and why is it so important to my TV?

A. Congress has legislated that on that day all over the air broadcast television must convert to digital over the air broadcast television and all analog over the air television broadcasting must cease.

Q. Why is Congress doing this?

A. This is to allow more efficient use of the broadcast spectrum, High Definition (HD) programming as well as additional television channels of interest to the public simultaneously in the same television channel. The old retired analog TV over the air channels will be used for Emergency Public Services like Fire, Police and Rescue.

Q. How do I know if I will be able to watch television after February 17, 2009?

A. If your television set is connected to cable or satellite, your analog television set will continue to operate after February 17, 2009. Your cable or satellite provider will do the digital to analog conversion for you. If your analog television set is connected to rabbit ears or an outside antenna on your roof, your analog television set will NOT operate after February 17, 2009 without a digital to analog converter box.

If you have purchased a television set within the last several years, it is very likely it has the new digital television tuner already built in. Since 2006 all television sets and other television devices like VCRs, TiVos and DVDs with tuners sold in the United States have the new digital "ATSC tuners" in them thereby not requiring a digital to analog converter box. Check your television owners manual to see if an "ATSC tuner" is included. If so, you are ready for the digital transition! If not, you will need to make some preparations before February 17, 2009 to maintain television service.

Q. Will my VCR still work after February 17, 2009?

A. Playback from your VCR or DVD or TiVo to your analog television set will continue to operate after February 17, 2009 without a digital to analog converter box. If you record television programs over the air to your VCR or DVD or TiVo and it is more

than a year or two old, it is possible you will need a converter box for it as well. Again, check your owners manual to see if an "ATSC tuner" is already installed. If so, it is ready for the digital transition! If not, you will need a digital to analog converter to continue to record off the air after February 17, 2009.

Q. Where can I get "digital to analog converter boxes" and how much do they cost?

A. Digital to analog converter boxes (as well as digital television sets) have been available for some time since broadcasters have been broadcasting not only the familiar analog television signals, but the new digital television signals as well. These early converter boxes have been somewhat expensive so Congress has set aside \$900 million dollars to help people with televisions not connected to cable or satellite to continue to receive television signals. Beginning in 2008, the National Telecommunications Information Agency (NTIA) will begin to issue voucher coupons in the amount of \$40 each with a maximum of two (2) coupons per household good for 90 days from the date of issuance for the purchase of special \$50 digital to analog converter boxes costing the consumer a total of \$20 for two digital to analog converter boxes. Radio Shack as well as Best Buy and Circuit City, just to name a few, have announced they will have these \$50 digital to analog converter boxes available in 2008.

Q. Will my current television antenna work with digital television?

A. Yes, as long as the antenna you are currently using gives good reception now for analog television. The only difference between the "old analog" television antennas and the "new digital" television antennas are the words "analog" and "digital" on the box. They are the same antennas since digital broadcasts currently and in the future will continue to use the same television channels, just a different way to send the signal.

Q. Will my old analog TV be able to view High Definition (HD) programs?

A. Yes, but the HD programs will not be in HD. It is similar to watching color programs on a black and white television.

The digital to analog converter box will automatically convert the HD picture to a format your television can display. If a television program is transmitted in High Definition, you too will be able to enjoy the program on your analog television with the help of the digital to analog converter box, but the program will not be in HD just as a color program will only be in black and white on a black and white television set.

Q. If I get a digital to analog converter box before February 17, 2009, will I have to wait until the transition before I can hook it to my television?

A. No, you do not have to wait. All television stations are now broadcasting separate digital signals along with the analog signals so as soon as you get either a new television set or a digital to analog converter box, you can connect it to your antenna and start enjoying all digital television has to offer you today!

Q. Will I need to do anything special on February 17, 2009 to continue to view KSAZ FOX 10 programming?

A. On February 17, 2009 you will need to perform a simple “rescan” of the channels on your digital television and/or digital to analog converter box to automatically reprogram KSAZ FOX 10 to continue to view us. The Federal Communications Commission is requiring KSAZ FOX 10 to change our current digital configuration back to Channel 10 on February 17, 2009. We will NOT be changing channel numbers though. We will always be known as “Channel 10.” See your digital television or digital to analog converter box manual on how to “rescan” your channels.

Q. Where can I go for more detailed information on the coming Digital Television Transition?

The National Association of Broadcasters (NAB) has created a web site to address many of the same questions we have answered here as well as other more detailed questions. Go to [www.dtvanswers.com](http://www.dtvanswers.com) for that web site. NAB also has an information telephone hotline you can call as well, 1-888-DTV-2009.

Also the Federal Communications Commission, (FCC) the federal agency that regulates radio, cable and television broadcasting has set up a web site with even more information. That web site is [www.dtv.gov](http://www.dtv.gov).

Both websites contain videos and podcasts about the upcoming transition and what you need to do to be ready when it happens on February 17, 2009.

**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 (add additional sheets where necessary):

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

On March 31, 2008, KSAZ aired two DTV PSAs without close captioning.

DTV PSA Tracker - PHOENIX KSAZ

October 23, 2007 - March 30, 2008

Date	Spots Aired				Total Spots
	5a - 9a	9a - 5p	Mid. - 5a	Mid.	
10/23 - 10/28/07	0	4	1	9	14
10/29 - 11/04/07	0	5	1	15	21
11/05 - 11/11/07	2	5	0	14	21
11/12 - 11/18/07	1	6	1	12	20
11/19 - 11/25/07	3	4	0	14	21

11/26 - 12/02/07	4	4	0	16	24
12/3 - 12/9/07	2	5	2	11	20
12/10 - 12/16/07	5	5	3	13	26
12/17 - 12/23/07	4	8	2	8	22
12/24 - 12/30/07	1	6	0	11	18
12/31/07 - 1/6/2008	1	4	4	9	18
1/7 - 1/13/08	4	7	3	14	28
1/14 - 1/20/2008	6	7	1	10	24
1/21 - 1/27/08	6	8	3	20	37
1/28 - 2/3/08	5	6	1	17	29
2/4 - 2/10/08	2	4	4	13	23
2/11 - 2/17/08	3	3	3	16	25
2/18 - 2/24/08	4	5	2	17	28
2/25 - 3/2/08	4	6	1	21	32
3/3 - 3/9/08	6	3	4	15	28
3/10 - 3/16/08	5	6	3	15	29
3/17 - 3/23/08	5	5	2	12	24
3/24 - 3/30/08	5	4	3	8	20

Totals				
5a - 9a	9a - 5p	5p - Mid.	Mid. - 5a	
78	120	44	310	552

TOTAL SPOTS AIRED: 552

**FOX: Preparing Consumers for the DTV Transition**

With less than a year before our industry undergoes one of the most significant changes in recent history, FOX is working diligently to assist in the consumer awareness and education effort that is necessary and critical to facilitate the Digital Television (DTV) Transition. In addition to the mandated public service announcements and informational crawls, FOX has extended our consumer education outreach and focus to those groups identified by the Federal Communications Commission who are most vulnerable and at the highest risk of being negatively impacted by the DTV transition – namely multi-cultural communities, seniors, Native American and tribal communities, non-English speaking consumers, as well as socially- and economically- disadvantaged groups.

Guided by the expertise of FOX’s Diversity Group, we have developed strategic partnerships with local and national multi-cultural, public interest groups – from civil rights organizations to educational institutions – to disseminate materials and information on the upcoming digital transition in English, Spanish, and Asian dialects. We have positioned ourselves as a reliable resource to over 250 organizations, reaching up to several million consumers, most of whom are hearing in-depth information about the DTV transition for the first time.

These national organizations include:

- American Indian Chamber of Commerce
- Asian American Justice Center
- Asian Federation
- Asian Pacific American Legal Center
- Bureau of Indian Affairs
- Congressional Black Caucus Foundation
- Congressional Hispanic Caucus Institute
- Department of Health & Human Services
- Hispanic Association of Colleges & Universities
- Hispanic Federation
- Historically Black Colleges and Universities
- Indian Country Today
- Japanese American Citizens League
- Japanese American National Museum
- League of Latin American Citizens
- Mexican American Grocers Association
- Minority Faith Communities
- NAACP
- National Assn. of Black Owned Broadcasters
- National Congress of American Indians
- National Latino Media Council


National Puerto Rican Council  
National Urban League  
Native American Media & Technology Network  
Organization of Chinese Americans

Specifically, we have provided these groups with the necessary materials to more effectively educate and direct their constituents through the conversion process, as well as encouraged them to facilitate workshops at national conferences; place articles in the organizations' newsletters and magazines; as well post the [www.dtv.gov](http://www.dtv.gov) link on their websites.

For more information, please contact the Government Relations office of News Corporation at 202.824.6500.

## 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 Pat Nevin	Typed or Printed Title of Person Signing Vice President, General Manager
Signature <input type="checkbox"/> 	Date 4/9/08

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](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.

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