

# 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)

KTMD

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

03/31/08

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  KTMD	Channel Numbers		Community of License			
	Analog	47 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	48 <input checked="" type="checkbox"/>	Galveston	TX	Galveston	77550
Licensee NBC TELEMUNDO LICENSE CO						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA	World Wide Web Home Page Address		
47, 48			Houston/Galveston	N/A		

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
64984	N/A	08/01/2014

**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

1087

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

0

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

94

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

0

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

0

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

0

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

275

Total 5:00 p.m. to 10:35 p.m. CSTs

0

Comments (add additional sheets where necessary):

KTMD has been supporting the DTV transition on several platforms:

On-Air Elements:

SPOTS

We are running the DTVanswers.com PSA's, the "Alerta Digital" spots that is the Official Telemundo DTV campaign and we have also produced a local "Telemundo Digital" campaign.

NEWS COVERAGE

Weekly, KTMD's Morning Show, Breves AM provides our viewers with a :30sec piece reminding our viewers to register online to receive their DTV coupons.

EDITORIALS

In February, our Community Affairs Director produced a :90sec editorial piece, which aired during our Morning

Show, explaining the DTV transition and detailing the coupon process step by step.

**Web Elements:**

We have been focusing on driving 3 sites.

- 1) Yahoootelemundo.com/alertadigital
- 2) DTVanswers.com
- 3) Telemundodigital.com

**Grass Roots:**

To reinforce our local efforts we have taken telemundodigital.com to the streets.

Once a month, KTMD has set up a telemundodigital.com booth; providing participants an opportunity to register for the DTV coupons on our telemundodigital.com wireless laptop. In January we were present at our Immigration Forum (450 in attendance). In February we were present our "Dia de las Carreras" (10,000 in attendance). In March we were present at our Health Fair (5,000 in attendance).

DURING THE WEEK OF 3/31/08, THE TELEMUNDO NETWORK BEGAN INCLUDING 16 WEEKLY SNIPES, INCLUDING FOUR IN THE EXTENDED PRIME TIME PERIOD DEFINED BY THE NEW RULES, IN THE PROGRAMMING DISTRIBUTED TO ITS AFFILIATED STATIONS. THESE SNIPES WILL BE REFLECTED IN THE SECOND QUARTER REPORT FOR THIS STATION.

**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 (add additional sheets where necessary):

The 30 min. DTV program is in house. Official air date has not been set.

**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?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

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*Graphic and Audio Displays*

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*Longer Form Reminders*

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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):

**NEWS COVERAGE**

Weekly, KTMD's Morning Show, Breves AM provides our viewers with a :30sec piece reminding our viewers to register online to receive their DTV coupons.

**EDITORIALS**

In February, our Community Affairs Director produced a :90sec editorial piece, which aired during our Morning Show, explaining the DTV transition and detailing the coupon process step by step.

**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):

With the assistance of the National NAB office in Washington D.C. KTMD created a Spanish-only website dedicated specifically to the DTV transition.

Telemundodigital.com is an easy way for our Spanish-speaking viewers to access relevant information pertaining to the DTV transition and register for the DTV coupons.

**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):

**Grass Roots:**

To reinforce our local efforts we have taken telemundodigital.com to the streets.

Once a month, KTMD has set up a telemundodigital.com booth; providing participants an opportunity to register for the DTV coupons on our telemundodigital.com wireless laptop.

In January we were present at our Immigration Forum (450 in attendance).

In February we were present our "Dia de las Carreras" (10,000 in attendance).

In March we were present at our Health Fair (5,000 in

attendance).

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):

### 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 Roel Medina	Typed or Printed Title of Person Signing VP / General Manager
Signature <input checked="" type="checkbox"/>	Date 04 / 03 / 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](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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