Approved by OMB
3060-1115

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
- 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) KTTV

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	Channel Numbers		Community of License			
			City	State	County	Zip Code
KTTV	Analog 11	☒	Los Angeles	CA	Los Angeles	90025
	Digital 65	☒				

Licensee	Fox Television Stations, Inc.		
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA Los Angeles	World Wide Web Home Page Address www.myfoxla.com
Facility ID Number 22208	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy) 12/01/14	

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	2
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	.5
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	

Comments (add additional sheets where necessary):

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?

N/A *Graphic Displays*

N/A *Animated Graphics*

N/A *Graphic and Audio Displays*

N/A *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):
The KTTV website has a button "DTV Digital Television: What You Need To Know" that directs inquiries to a descriptive address at http://www.myfoxla.com/myfox/pages/ContentDetail?contentId=5928504

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):
The station has voluntarily aired DTV PSA's since October 2007 (please see the attahced).
Also, please see the attached description the efforts of our Diversity group's to educate at-risk groups.

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
John Frenzel	Program Director
Signature ☒	Date 04/10/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/CR 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.

DTV PSA Tracker - LOS ANGELES KTTV
October 23, 2007 - March 30, 2008

Date					
	5a - 9a	9a - 5p	5p - Midnight	Midnight - 5a	Total Spots
10/23 - 10/28/07	4	5	0	7	16
10/29 - 11/04/07	1	8	0	5	14
11/05 - 11/11/07	2	5	0	7	14
11/12 - 11/18/07	2	6	1	4	13
11/19 - 11/25/07	2	7	0	6	15
11/26 - 12/02/07	0	7	0	7	14
12/3 - 12/9/07	2	6	0	8	16
12/10 - 12/16/07	12	5	7	14	38
12/17 - 12/23/07	7	11	8	14	40
12/24 - 12/30/07	3	5	5	7	20
12/31/07 - 1/6/2008	3	7	3	7	20
1/7 - 1/13/08	3	8	8	11	30
1/14 - 1/20/2008	3	7	4	6	20
1/21 - 1/27/08	3	7	3	7	20
1/28 - 2/3/08	3	5	4	7	19
2/4 - 2/10/08	3	7	4	7	21
2/11 - 2/17/08	3	6	4	7	20
2/18 - 2/24/08	4	5	4	7	20
2/25 - 3/2/08	3	5	4	7	19
3/3 - 3/9/08	3	10	3	7	23
3/10 - 3/16/08	3	7	3	7	20
3/17 - 3/23/08	3	7	3	7	20
3/24 - 3/30/08	3	7	2	7	19

		Totals			
	5a - 9a	9a - 5p	5p - Midnight	Midnight - 5a	
	75	**153**	**70**	**173**	**471**

TOTAL SPOTS AIRED: 471

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 link on their websites.

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