

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)

KFTV

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

3/31/08

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 KFTV	Channel Numbers		Community of License			
	Analog	21 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	20 <input checked="" type="checkbox"/>	Hanford	CA	Kings	93722
Licensee KFTV License Partnership, G.P.						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA Fresno-Visalia	World Wide Web Home Page Address www.univision.com		
Facility ID Number 34439	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 12/01/2014			

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

3 (03/31/2008)

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

3 (03/31/2008)

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

1 (03/31/2008)

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

0 (03/31/2008)

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

1 (03/31/2008)

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

1 (03/31/2008)

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):

Information on PSAs and CSTs is provided for March 31, 2008, the day on which the FCC's DTV notice requirements took effect. It should be noted, however, that the station began to air PSAs related to the DTV transition on October 1, 2007. The station estimates that, it has aired over 340 DTV related PSAs since that time.

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

2 (+ 3 repeats)

Comments (add additional sheets where necessary):

In addition to these notices, the station has aired two separate 30 minute educational programs regarding the digital transition:

The station aired a half hour special, entitled “TV Digital...¿Que Tal?” (“Digital TV...What Is It?”), on December 1, 2007 at 4:30 pm PT on December 9, 2007 at 12:30 am PT, and on February 2, 2008, at 11:00 am PT. The program explained in easy to understand terminology the differences between analog and digital broadcasting and detailed the government’s coupon program for the purchase of digital-to-analog converter boxes. The special was hosted by Univision Network personalities and featured Carmen Scanlon of the Federal Communications Commission and Carlos Gutierrez, the U.S. Secretary of Commerce.

The station aired another half hour special, entitled “TV Digital...¿Cuanto Sabes?” (“Digital TV... How Much Do You Know?”), on March 22, 2008, at 4:30 pm PT and again on March 30, 2008 at 1:30 am PT. The special, hosted by and featuring various Univision Network personalities, again reviewed the difference between analog and digital broadcasting, highlighted the benefits of digital broadcasting, explained the importance of applying for a digital-to-analog converter box coupon and demonstrated, step-by-step, how to properly install a converter box. In this special, Cristina Saralegui, host of Univision’s popular talk show “Cristina” interviewed Alex Nogales, president of the National Hispanic Media Coalition who discussed the importance of the digital conversion and the viewers who will be affected by this change.

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

Graphic and Audio Displays

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):

The Univision Network public affairs program “Al Punto” highlighted the transition to digital television in segments that aired September 30, 2007; October 7, 2007; and January 13, 2008. The January 13 segment featured an interview with U.S. Secretary of Commerce Carlos Gutierrez.

The Univision Network’s morning program, “Despierta America,” highlighted the digital transition in segments aired on October 1, 2007 (PSA featuring program hosts); January 29, 2008 (newscast); January 30, 2008 (newscast); January 31, 2008 (newscast); February 1, 2008 (newscast); February 8, 2008 (coverage of NTIA press conference); and April 7, 2008 (interview with U.S. Secretary of Commerce Carlos Gutierrez). The newscasts featured the toll free number for more information on the NTIA coupon program).

The Univision Network’s magazine program, “Primer Impacto,” highlighted the digital transition in segments aired October 1, 2007 (PSA within program featuring program talent); January 18, 2008 (coupon program); January 21, 2008 (coupon program); January 22, 2008 (coupon program); January 23, 2008 (coupon program); January 24, 2008 (coupon program); January 25, 2008 (coupon program); February 7, 2008 (coverage of NTIA press conference); and February 17, 2008 (program segment on conversion and coupon program).

The station has created and is airing 10 second station IDs featuring local news anchors that highlight the DTV transition and provide information on how to receive a digital signal and obtain a converter box coupon.

During the First Quarter of 2008, the station’s morning show, “Arriba Valle Central” aired five two-minute segments on the digital transition. “Arriba Valle Central” runs from 5am- 7am Monday through Saturday. These segments featured information on converter boxes and coupons (February 22, 2008); Elena Chavez from the Department of Consumer Affairs (March 11, 2008); Alex Nogales of the National Hispanic Media Coalition (March 17, 2008); Secretary of Commerce Carlos Gutierrez (March 18, 2008); and information on connection an analog television to a converter box (March 25, 2008): and information on obtaining converter box coupons

Also during the First Quarter, “Arriba Valle Central” aired approximately 60 30-second “mentions” on the topic “Are you ready for DTV?” These mentions provided information on how to obtain coupons, how to access the Univision.com web site and other information and resources to help viewers prepare for the DTV transitions.

The station’s 6 pm newscast has aired a number of stories on the digital transition, including a regular segment entitled “Viernes Digital” (“Digital Fridays”). These stories have included the following:

On January 11, 2008, it aired an interview with Secretary of Commerce Carlos Gutierrez encouraging viewers to obtain a converter box.

On January 25, 2008 it aired the toll free number for information regarding converter box coupons and urged viewers to call in order to be ahead of the pack.

On February 1, 2008, it aired an interview with Rep. Nydia Velazquez (D) of New York, who invited viewers to take advantage of the converter coupons. The interview was followed by the toll free number to request a coupon.

On February 8, 2008, it aired an interview with a representative of Best Buy on people who were coming to the stores to get their converter boxes and how the coupons they receive looked. Again, the interview was followed by the toll free number to request a coupon.

On February 19, 2008, it aired a 2 minute interview with Consumer Reports representative Elena Chavez, who provided information on the digital broadcast era., showing digital televisions and converter boxes. Again, the interview was followed by the toll free number to request a coupon.

On February 29, 2008, it aired an interview between Univision Washington correspondent Fernando Pizarro and Rep. Hilda Solis (D) of California, who expressed concerns regarding the ability of Latinos of low income to convert to digital by February 2009. The segment included a toll free number for viewers to request a coupon.

On March 13, 2008, it aired a segment produced by the NAB, featuring Alex Nogales of the National Hispanic Media Communications and Isaac Giron of Television Digital, answering questions on what Digital Television is, the benefits it will bring and what the average viewer can do to obtain Digital Television. The segment included the toll free number for people to request a government coupon.

On March 14, 2008, it aired another segment produced by the NAB, featuring Carlos Gutierrez, the U.S. Secretary of Commerce, John Taylor, representative of LG Electronics, and David K. Rehr of the NAB discussing the coupon program. The segment included the toll free number for people to request a government coupon.

On March, 20, 2008, it aired an interview with Elena Chavez from Consumer Reports on how not to be taken advantage of when purchasing converter boxes or digital TVs or signing up for Satellite TV. The segment included the toll free number for people to request a government coupon.

On March 28, 2008, it aired an interview with a representative of NALEO regarding a national study to determine if the Latino population is getting the information needed to be part of the new Digital Era. It displayed the toll free number for viewers to get the coupons.

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 station maintains a web page linked to the Univision Communications web site, which contains a section devoted to the transition to digital television, [www.univision.com/keyword "tv digital."](http://www.univision.com/keyword%20tv%20digital) That section includes information in Spanish explaining what digital television is and its benefits, the reasons for the transition, the analog cutoff date, ways to prepare for the post-analog era, information about antennas, the NTIA converter coupon program, a link to apply for the coupons, and instructions on how to connect converters to television sets. This section of the Univision web site also includes videos of Univision personalities discussing aspects of the transition, Univision's PSAs regarding the campaign, news stories on the transition, and segments from Univision's specials.

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):

On October 2, 2007, Univision CEO Joe Uva participated in a panel with FCC Chairman Kevin Martin and NAB Executive Vice President Marcellus Alexander sponsored by the Congressional Hispanic Caucus Institute. Mr. Uva discussed Univision's DTV awareness campaign and the company's commitment to informing and educating its viewers about the transition.

On October 31, 2007, Mr. Uva testified before the U.S House of Representatives' Committee on Energy and Commerce regarding Univision's educational campaign.

On March 4, 2008, Diana Diaz, Univision's Director of Corporate and Community Relations, participated in a roundtable discussion co-sponsored by the National Association of Broadcasters and Entertainment Industries Council, entitled "Picture This: DTV and the Faces of Transition," concerning the industry's role in educating the public about the transition to DTV.

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):

In October of 2007, Univision Communications Inc., the parent company of the licensee, launched a multi-platform campaign to educate the country's Hispanic population on the upcoming transition from analog to digital television. This campaign included national and local news stories; PSAs featuring the Secretary of Commerce, Hon. Carlos Gutiérrez, Hispanic Congressional Members, and Univision on air talent; informational specials, creation of an informational web page; participation in local forums and roundtables; informational segments aired on Univision radio stations, and other activities. The National Association of Broadcasters has announced that it will award Univision the President's Special Award in its 2008 Service to America Awards, for these efforts.

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 Christopher G. Wood	Typed or Printed Title of Person Signing Vice President and Senior Legal Counsel
Signature <input checked="" type="checkbox"/>	Date 04/10/2008

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-PERF, 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.

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