

Univision Communications Inc

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April 10, 2008

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington DC 20554

**Re: Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
MB Docket No. 07-148**

Dear Ms. Dortch:

Univision Communications Inc. ("Univision"), as a DTV.gov Transition Partner, is pleased to file this report concerning its efforts to educate the U.S. Hispanic population regarding the transition to digital television ("DTV"). This report is being filed pursuant to Paragraph 50 of the Commission's Report and Order in MB Docket No. 07-148, FCC 08-56, released March 3, 2008. Additionally, Univision is filing reports today on FCC Form 388 for each of its full power television stations.

On October 1, 2007, Univision launched "Una Nueva Era: TV Digital," its campaign to educate Hispanics and Spanish-speaking television viewers in the U.S. and Puerto Rico on the transition from analog to digital broadcasting and prepare them for the full power analog cutoff date. This campaign is vital to Univision's viewers. According to Nielsen, a significant number of Hispanic TV households receive the signals of television stations *only* over-the-air.

Univision believes that "Una Nueva Era," launched six months before broadcasters were required to undertake educational initiatives, was the first comprehensive DTV educational campaign of its magnitude undertaken by any broadcast company. Indeed, 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.

The goals of Univision's educational campaign are to: (1) ensure that U.S Hispanics, particularly Spanish-language viewers, are ready for DTV; (2) offer general information on DTV and how to receive digital broadcast signals; (3) educate consumers on the NTIA's converter box coupon program and related deadlines; (4) link Hispanics with available resources and services regarding DTV; and (5) fully comply with the new requirements imposed by the FCC.

"Una Nueva Era" is a multi-platform campaign using all of Univision's media assets, including its television networks, television stations, radio stations and web site, all of which will be enhanced by community outreach activities. The campaign is being coordinated with the FCC, NTIA, NAB and community groups such as the Hispanic Technology & Telecommunications Partnership, National Council of La Raza, National Hispanic Council on Aging, and National Association of Latino Elected and Appointed Officials.

As planned, Univision's educational campaign will have three phases: (1) promoting general awareness of the digital transition, (2) promoting awareness of the NTIA converter box coupon program and other ways to prepare for the transition, and (3) publicizing the countdown to the full power analog cutoff date. The major elements of Univision's educational campaign are as follows:

- **Public Service Announcements**

Over the past six months, Univision has produced and aired PSAs to educate viewers regarding the digital transition and NTIA converter box coupon program. These PSAs feature the stars of Univision, TeleFutura and Galavision Network programs such as Fernando Arau, host of the morning program "Despierta America," Charytin, star of "Escandalo TV," Barbara Bermudo and Fernando del Rincon, hosts of the magazine program "Primer Impacto," and Carlos Calderon, star of "Acceso Maximo." As the campaign continues, additional network stars will be added to DTV-related PSAs. Since October 1, 2007, the Univision and TeleFutura Networks have inserted over 700 DTV transition PSAs into their network programming, in addition to the PSAs aired locally by affiliated stations.

In addition, a number of Univision's television stations have produced and aired their own DTV educational PSAs featuring local news anchors and reporters, including our stations in the Atlanta, Dallas, Houston, Miami, Phoenix, Raleigh and Tucson markets. In addition, our Fresno market stations are airing 10 second station IDs featuring local news anchors that highlight the DTV transition and converter box coupon program. Univision estimates that, since October 1, 2007, its own stations have aired over 17,000 PSAs regarding the digital transition.

A number of Univision's radio stations have also produced local PSAs regarding the digital transition and addressed issues regarding the transition in

their news and public affairs programming. Keyla Hernandez-Ulloa of the FCC has been a guest on our radio stations in New York and Miami.

- **Crawls, Snipes Or Tickers (“CSTs”)**

The Univision and TeleFutura Networks have both informed their affiliates that they will be adding an average of at least 16 DTV-related CSTs per week within network programming, in order to assist them in complying with the FCC's new DTV education requirements. Several of our stations have inserted their own CSTs on the local level.

### **Quarterly Television Specials**

The Univision Network, in partnership with its station group, has already created and aired two separate 30 minute educational programs regarding the digital transition:

The Univision Network aired a half hour special, entitled “TV Digital... ¿Que Tal?” (“Digital TV...What Is It?”), on December 1, 2007 at 4:30 pm ET/PT, again on December 9, 2007 at 12:30 am ET/PT, and again on February 2, 2008, at 11:00 am ET/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 FCC and Carlos Gutierrez, the U.S. Secretary of Commerce. The TeleFutura Network is scheduled to air the same special later this month.

The Univision Network also 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 ET/PT and again on March 30, 2008 at 1:30 am ET/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.

We understand that this second special generated some 35,000 phone calls to the NTIA's informational hotline after it aired on March 22, almost five times the previous weekend average of 7,600 calls. It also generated some 10,000 unique browsers to Univision.com's DTV web page, compared to 2,000 unique browsers the Friday before the telecast.

## **Local And National News Segments And Public Affairs Programming**

Univision has addressed the DTV transition in both national and local newscasts and public affairs programs. The Univision Network's public affairs program "Al Punto" has highlighted the transition in several broadcasts, including an interview with U.S. Secretary of Commerce Carlos Gutierrez on January 13, 2008. The Univision Television Group provides its stations with a regular weekly segment on the digital television transition for their local newscasts, entitled "Viernes Digital" ("Digital Fridays"). Past segments of "Viernes Digital" have featured interviews with government officials and representatives from the FCC, NTIA and NAB. In addition, Univision's stations have produced local segments for their own news and public affairs programs on the digital transition. For example, one of our Dallas stations airs a regular segment on the transition in its public affairs program "Via 23" each Saturday morning. One of our Fresno stations has on several occasions devoted its entire 30 minute public affairs program to information about the digital transition.

### **In-Program Education**

The Univision Network's morning program, "Despierta America," has highlighted the digital transition in a number of segments, including coverage of the NTIA press conference in February of 2008 and an interview with U.S. Secretary of Commerce Carlos Gutierrez this month. Its afternoon magazine program, "Primer Impacto," has also aired a number of segments highlighting the digital transition, including coverage of an NTIA press conference in February. We plan to continue these programming efforts.

- **Designated Web Page on Univision On-line**

The Univision Communications consumer web site contains a section devoted to the transition to digital television ([www.Univision.com](http://www.Univision.com)/key word "TV digital"). 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 on-air personalities discussing aspects of the transition, Univision's PSAs regarding the educational campaign, news stories on the transition, and segments from Univision's specials.

- **Publicizing FCC and NTIA Toll-Free Numbers**

Univision's PSAs and program segments have publicized the FCC and NTIA toll free numbers for additional information regarding the transition to DTV and the NTIA coupon program.

- **Town Hall Meetings**

On December 8<sup>th</sup>, 2007, Univision's stations in the Chicago market, WGBO and WXFT, sponsored a local town hall meeting on the digital transition at the Little Village High School in Southwest Chicago. The stations worked with the FCC and NAB in preparing for this meeting, which featured representatives of the NAB and a local cable operator. The event attracted more than 700 people, more than the capacity of the auditorium in which it was held. At the meeting, the stations distributed materials regarding the DTV transition from the FCC, NTIA and NAB. The stations both aired portions of the town hall meeting in one hour specials. A number of other Univision stations are now planning similar events. Stations in at least two of our markets have scheduled town hall meetings regarding the digital transition for later this month.

- **Public Forums**

On October 2, 2007, Univision CEO Joe Uva participated in a panel with FCC Chairman Kevin Martin and NAB Executive Vice President, Television, 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 NAB 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.

Univision's local managers have also spoken publicly regarding the digital transition. For example, the community Affairs Director for Univision's stations in the Dallas market made a presentation regarding the transition to the stations' advisory council, a group of 40 local community leaders, at a luncheon on December 13<sup>th</sup>, 2007. The General Manager and Chief Engineer of our Philadelphia market stations met with local community leaders to educate them about the digital transition on January 29, 2008; and with the Asociación Puertorriqueños en Marcha to answer questions about the transition from the community on March 25, 2008. On March 6, 2008, the General Manager from

Univision's Phoenix stations spoke about the transition with Councilman Tom Simplot of the Phoenix City Council, who also serves as a member of the FCC's Intergovernmental Advisory Committee. The General Manager of Univision's stations in the Austin market participated in a discussion on the transition at a luncheon sponsored by the American Women in Radio and Television on March 12th, 2008. These efforts will continue over the next quarter.

- **Community Events**

Univision's television stations will also utilize local community events to publicize the transition to digital television and related issues to Hispanics. For example, Univision's television stations in the New York market distributed educational flyers regarding the digital transition from their booth at a career fair sponsored by the Hispanic Association for Career Advancement on March 12, 2008 and at the International Radio & Television Society Minority Workshop for college students on March 31, 2008. Our Phoenix market stations distributed information regarding the digital transition during a Feria del Libro (book fair) held in partnership with the Phoenix Mexican Consulate on March 15 at the Consulate offices in Phoenix.

Univision recognizes its responsibility in educating viewers on important issues that could impact them. We remain strongly committed to informing, empowering and motivating our audiences to take the necessary steps to navigate the transition to digital television. We plan to continue with the same level of effort over the next quarter, working in coordination with the FCC, NTIA, NAB and community groups, to help complete the transition to digital television.

Respectfully submitted



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