

OCT 23 2008

Univision Communications Inc.

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October 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 third quarterly report concerning its efforts to educate the U.S. Hispanic population regarding the transition from analog to digital television ("DTV"). Univision began its campaign to educate Hispanics regarding the DTV transition, *Una Nueva Era: TV Digital*, **over a year ago** -- long before any mandatory requirements took effect. 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.

*Una Nueva Era: TV Digital* has been a multi-platform campaign using all of Univision's media assets. Univision's operations include the Univision Television Group, which owns and operates 63 television stations; the Univision and TeleFutura broadcast networks; Univision Radio and Univision Online. This campaign has been 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. We appreciate Commissioner Adelstein's recent observation at a New York DTV town hall meeting that "Univision has been a tremendous partner in our efforts to alert the Hispanic community about the upcoming Digital Transition."

- ***Escuadron Digital* Grassroots Initiatives**

During the most recent calendar quarter, Univision has focused much of its DTV educational efforts on a grassroots initiative under the banner *Escuadron*

*Digital*, or *Digital Squad*, in which Univision stations have been reaching out directly to their communities through local activities and events, which are publicized on air for further impact. In partnership with the FCC, NTIA, NAB and others, Univision stations have hosted 25 local "town hall" meetings on the DTV transition, in New York, Chicago, Miami, San Antonio, San Francisco, Houston, Dallas, Philadelphia, Phoenix, Sacramento, Fresno and Bakersfield. Thousands of individuals have attended these events:

- On July 17th, our stations in the San Antonio market hosted a town hall attended by approximately 700 people.
- On July 24<sup>th</sup>, our stations in the Miami market hosted a town hall at Goodlet Park, with representatives from the FCC and NAB, attended by approximately 100 people.
- Our stations in the Chicago market hosted their second DTV town hall on July 26<sup>th</sup>, at Morton College in the suburb of Cicero. Approximately 300 people attended that event, which included panelists from Consumer Reports, the FCC, NTIA and others.
- On August 23<sup>rd</sup>, our stations in the New York market hosted a DTV town hall at the Hostos Community College in the Bronx, with representatives from the FCC, NAB and the Hispanic Federation. Approximately 400 people attended this event, which was taped and aired as an hour special.

A number of our stations have hosted or participated in local events featuring FCC Commissioners who travelled to our markets to help publicize the DTV transition:

- On September 11<sup>th</sup>, Univision's stations in the San Francisco market were pleased to participate in a public meeting with FCC Commissioner Jonathan Adelstein and former FCC Commissioner Rachelle Chong.
- Our New York area stations hosted a town hall meeting that featured FCC Commissioner Jonathan Adelstein on September 27th.
- On September 29<sup>th</sup>, our Atlanta market station participated in a DTV town hall meeting with Commissioner Deborah Tate, sponsored by Georgia Public Broadcasting and the FCC to raise awareness and educate consumers on the DTV transition.

Further, Univision has supplemented these town halls with other local activities across the country. For example:

- In the Dallas market, our local *Escuadron Digital* provided information and assistance at the Little Elm Public Library, the Gran Fiesta, the Latino Wellness Health Fair, "Viva Dallas" and the *16 de Septiembre* event in Irving.
- In San Antonio, our local stations partnered with the Mexican Consulate to distribute DTV brochures, and with the local energy utility to mail DTV informational inserts to 500,000 customers. Our stations also provided

information and assistance on DTV at the Guadalupe Cultural Arts Center on July 17<sup>th</sup>, and at the Sixth Annual Latina Health Conference, attended by approximately 10,000 people, on August 16<sup>th</sup>.

Our stations have provided viewers with information by phone:

- On July 2<sup>nd</sup> and August 21<sup>st</sup>, our Dallas area stations hosted phone banks which viewers could call and ask questions regarding the DTV transition.
- On July 26<sup>th</sup>, our stations in the San Antonio market set up a phone bank with station personnel after airing a one hour DTV special. They answered approximately 200 viewer calls.
- Our Los Angeles area stations hosted a DTV awareness telethon, in which DTV experts took viewer calls, on September 3<sup>rd</sup>.
- On September 27<sup>th</sup>, our New York market stations hosted a phone bank for DTV questions in collaboration with the Hispanic Federation.
- In the Phoenix market, our stations established an information line with a two minute pre-recorded message on DTV, including information on converter box availability, list of local retailers and a 1-800 number for information on the coupon program.

A number of Univision's local outreach activities have been targeted to the senior community:

- On July 25, 2008, the Vice President and General Manager of our New York area stations gave a presentation to a group of approximately 250 senior citizens at the *Americas Unidas* Senior Center in Hackensack, New Jersey.
- Our Miami area stations provided information and assistance on the DTV transition at the Hialeah Senior Center on July 8<sup>th</sup>, July 22<sup>nd</sup> and August 12<sup>th</sup>.
- Our Los Angeles area stations' local *Escuadron Digital* provided information and assistance on the DTV transition at the Altamead Adult Day Care Center in El Monte on August 8<sup>th</sup>.
- In Puerto Rico, our local sales manager spoke to a group of seniors about DTV at a retirement home in Rio Piedras on August 15<sup>th</sup>.
- On August 22<sup>nd</sup>, the Chief Engineer and Community Relations Director of our stations in the San Antonio market spoke to approximately 85 seniors regarding the DTV transition at Our Lady of Angels Nutrition Center.
- **Network Programming**

The Univision and TeleFutura Networks have addressed the DTV transition in network programming aired on their affiliates' stations across the country. During the last quarter, the Networks presented their third hour long special educating viewers on the digital transition, *TV Digital ... Estas Preparado? (Digital TV ... Are You Ready?)*. Hosted by Network personalities

Fernando Arau and Carmen Dominicci, the special helped viewers apply for converter box coupons, select and purchase a converter box, and determine if their sets contain a digital tuner. The special featured a national *Escuadron Digital* made up of network personalities Carlos Calderon, the host of the Galavision cable network's *Acceso Maximo*, as the squad captain; Tony Dandrades, from the Univision Network's news magazine *Primer Impacto*, as the converter box tech; and Liliana Rodriguez Luciano from the TeleFutura Network's *Escandalo TV*. In addition, cast members of the TeleFutura Network programs *Escandalo TV*, *Contacto Deportivo* and *EVT TV Extra* regularly reminded viewers of the DTV transition, and need to prepare for it, throughout July, August and September.

- **Public Speaking**

Univision personnel have continued to educate the public about the DTV transition through speaking engagements. For example, on July 10<sup>th</sup>, Bert Gomez, Univision's Vice President of Government Relations, participated in the DTV panel at the 79<sup>th</sup> annual LULAC Convention held in Washington, D.C. The panel, which also included representatives of NAB, the Hispanic Information & Telecommunications Network, and others, discussed the critical strategies being phased in to help the Latino community prepare for the transition.

On July 12<sup>th</sup>, 2008, Diana Cristina Diaz, Univision's Director of Corporate and Community Relations, participated in the DTV panel at the NCLR's annual conference held at the San Diego Convention Center. The panel also included representatives from NAB and the Leadership Conference on Civil Rights. At the same conference, Univision partnered with NTIA to register attendees for converter box coupons. Univision also played its DTV PSAs and specials for attendees on monitors at the Univision booth.

On August 29, 2008, New York news anchor and local *Escuadron Digital* member Antonio Martínez served as moderator for a DTV panel at the *Somos el Futuro Conference* (coordinated by the Hispanic Federation) in Long Island. The panel included representatives of the FCC and Hispanic Federation.

On September 15, 2008, Cesar Conde, Vice President and Chief Strategy Officer for Univision Communications, participated in a panel on DTV at the National Association of Multi-Ethnicity in Communications' annual conference. The panel also included Monica Desai, Chief of the FCC's Media Bureau, Shermaze Ingram, Sr, Director, Media Relations, DTV Transition, NAB, and others.

- **News And Public Affairs**

During the last quarter, Univision stations continued to inform their communities about the transition and related issues in their newscasts, public affairs programs, and other local programming. For example:

- On July 26<sup>th</sup> our stations in the San Antonio market aired a one hour special entitled *DTV Avanzando Con La Tecnologia (DTV: Advancing With Technology)*.
- Our Fresno area stations dedicated their entire 30 minute community affairs program, *Angulo T*, to the DTV transition on July 6<sup>th</sup>, July 13<sup>th</sup> and August 10<sup>th</sup>.
- In the Atlanta market, our station's Friday newscasts now include a report on converter box availability.
- In the New York market, our WXTV aired interviews with Commissioner Jonathan Adelstein concerning the DTV transition on its 6 and 11 pm newscasts on September 27<sup>th</sup>.

- **Public Service Announcements**

DTV educational PSAs continue to play an important role in our campaign as well, on both the network and local station level. A number of our stations have produced and aired their own DTV PSAs featuring local on air talent. Our stations also air PSAs transmitted by the Univision and Telefutera Networks, as do other Network affiliates across the country.

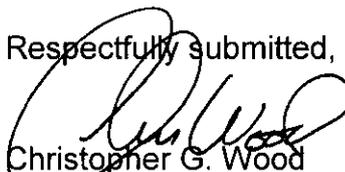
- **DTV "Microsite"**

Finally, Univision's web site contains a microsite dedicated to the DTV transition. From Univision's home page ([www.univision.com](http://www.univision.com)), the microsite may be accessed by a link titled *Television Digital* or by entering the keyword "TV digital," as publicized in Univision's educational campaign. Since the start of Univision's campaign, this microsite has received *more than five million page views*.

The *Television Digital* microsite includes information in Spanish explaining the upcoming digital transition, what it is, its benefits, the reasons for the transition, and how to prepare. It also provides visitors with a countdown to the analog cutoff date, how to tell if their TV set is analog or digital, how to apply for a converter box coupon and a link to NTIA's site to do so. In addition, the site offers information and instructions on how to connect converter boxes and a glossary of DTV terminology. Further, there is a section that includes PSAs featuring Univision national talent, who encourage our audience to prepare for this switch and explain how to apply for a coupon. There are also videos of the DTV specials that Univision has aired and links to the government agencies that offer additional information in Spanish.

As we approach the final countdown to the analog cutoff date, Univision continues to embrace its role in educating viewers on the DTV transition. We began our award-winning campaign over a year ago. We remain committed to continuing our efforts to help our viewers successfully complete this transition, working with the FCC and others.

Respectfully submitted,



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