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MAUREEN A. O'CONNELL
SENIOR VICE PRESIDENT,
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January 12, 2009

Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: MB Docket No. 07-148

Dear Ms. Dortch:

This letter is submitted on behalf of Fox Entertainment Group, Inc., operator of the FOX Television Network ("FOX"), pursuant to the Report & Order in the above-captioned proceeding, to provide the Commission with a report on FOX's consumer education efforts in connection with the digital television transition.¹ As a DTV.gov Partner, FOX takes seriously its responsibility to provide American consumers with information about the momentous conversion to digital television.

During the fourth quarter of 2008, FOX continued to broadcast an average of two public service announcements ("PSAs") each week during network prime time programming. These PSAs, which are designed to both alert Americans to the pending transition and inform them about its impact on television viewing, aired during some of FOX's most popular programs. Indeed, FOX broadcast digital television PSAs during shows such as *House*, *Cops*, *So You Think You Can Dance*, *'Til Death* and *The Simpsons*. A single episode of *House* alone is often viewed by nearly 15 million Americans.

¹ See *In re DTV Consumer Education Initiative*, MB Docket No. 07-148 (rel. Mar. 3, 2008), at ¶ 50.



FOX's Diversity Development Group has also been engaged in an extensive effort to reach out to and educate groups identified by the Commission as being at the highest risk of potential adverse impact from the digital transition. As detailed in Exhibit A, attached hereto, the Diversity Development Group has worked with hundreds of multicultural communities, seniors, tribal communities and other socially and economically disadvantaged groups. These outreach efforts include distribution of DTV toolkits and education regarding digital antenna and scanning issues.

FOX is proud of these efforts, and it remains committed to working with the other DTV.gov Partners to help educate American viewers about the digital transition. Should you have any questions regarding this status report, kindly contact the undersigned.

Very truly yours,

/s/ Maureen O'Connell

Maureen A. O'Connell
*Senior Vice President, Regulatory and
Government Affairs
News Corporation*

Enclosure

EXHIBIT A



Preparing Consumers for the DTV Transition

Fox's Diversity Development Group, a division of News Corporation, has engaged in an extensive effort to reach out to and educate groups identified by the FCC who are at the highest risk of being adversely impacted by the digital transition: specifically, multicultural communities, seniors, tribal communities, non-English speaking, and other socially and economically disadvantaged groups. These outreach efforts include education regarding the antenna and scanning issues.

The Diversity Development Group has to date reached out to over 165 advocacy groups, ranging from the AARP and the Asian American Justice Center to the Hispanic Federation, the Native American Media and Technology Network, and UNITY: Journalists of Color (a comprehensive list of organizations contacted is attached). The Diversity Development Group has also sponsored and/or participated in more than 25 events and conferences where materials regarding the DTV transition were distributed.

Organizations are provided with a DTV toolkit that can be reproduced and distributed to members of their organizations, and includes the following:

- DTV One Sheet and FAQ (including translated versions in Spanish, Chinese, Korean and Tagalog)
- Converter box coupon application and instructions
- Sample articles for use in organizations' newsletters
- Sample press releases
- Sample radio announcements
- Sample website banners

We are currently in the process of distributing instructional DVDs explaining, among other things, the antenna and scanning issues, to each of these organizations.

(Please note that copies of these materials are available upon request.)

The Diversity Development Group continues to follow up with many of these organizations regularly to update them on new developments, track the progress of their outreach, and provide additional assistance as needed.

DTV OUTREACH - ADVOCACY/COMMUNITY ORGANIZATIONS

1. 100 Black Men
2. Asian American Journalist Association
3. American Association of Retired Persons
4. AFCI: Association of Film Commissioners International
5. African American Unity Center
6. Alianza
7. Association of Latino Professionals in Finance and Accounting
8. AM 1600 WWRL - NY Talk Radio
9. American Advertising Federation
10. American Indian Chamber of Commerce
11. American Indian Film Institute
12. American Indian House
13. American Indian Youth Chamber
14. Asian Professional Exchange
15. Asian & Pacific American Islander Heritage Month Planning Committee
16. Asian American Federation
17. Asian American Journalists Association
18. Asian American Justice Center
19. Asian Diversity Inc.
20. Asian Pacific American Legal Center
21. Asian Women in Business
22. Asian Youth Center
23. Association of Latino Professionals in Finance and Accounting
24. AZTV - Native American
25. BESLA: Black Entertainment and Sports Lawyers Association
26. Best Friends Association
27. Black Filmmaker Foundation (BFF)
28. Black Hollywood Education and Resource Center
29. Bronx School of Law, Government and Justice
30. Bronx Zoo
31. Brooklyn Workforce Solutions
32. Brotherhood Crusade
33. CAAM
34. California Chicano News Media Association
35. California Department of Consumer Affairs
36. Casita Maria
37. Center for Communication
38. Cesar E. Chavez Foundation
39. Chicago State University
40. Chicago Urban League
41. City College of New York
42. City of Phoenix - Film Production Management
43. City of Phoenix - Workforce Management
44. Clark Atlanta University
45. Congress of Racial Equality

46. Congressional Asian Pacific American Caucus
47. Congressional Black Caucus Foundation
48. Congressional Entertainment Task Force
49. Congressional Hispanic Caucus Institute
50. Congressional Native American Caucus
51. Counsel of African-American Chiefs of Staff
52. Cuny Graduate School
53. Delta Phi Kappa
54. Department of Youth &Community Development
55. Dorsey Program
56. Eagle Academy
57. East West Players
58. Ebony Magazine
59. First Americans In The Arts
60. Girls Inc.
61. Global Action Project
62. Greater LA African American Chamber of Commerce
63. HACU: Hispanic Association of Colleges & Universities
64. HAFM:
65. Hampton University
66. Harlem Chamber of Commerce
67. Hispanic Chamber of Commerce
68. HENAAC, Inc.: Hispanic Engineer National Achievement Awards Corporation
69. Hispanas Organized for Political Equality
70. Hispanic Americans for Fairness in Media
71. Hispanic Federation
72. Hispanic Media Coalition
73. HistoryMakers
74. Hollywood Black Film Festival, Inc.
75. Hollywood CPR
76. Hollywood Entertainment Museum
77. Hispanics Organized for Political Equality
78. House Hispanic Legislative Association
79. Howard University
80. Imagen Foundation
81. Indian Country Today
82. Institute for Puerto Rican Policy
83. Institute of American Indian Arts
84. Japanese American National Museum
85. Korean American Coalition
86. LA County Consumer Affairs Departments
87. National Council of La Raza
88. LA Sentinel
89. League of United Latin American Citizens
90. Los Angeles Unified School District
91. Los Angeles Urban League
92. MALDEF: Mexican American Legal Defense and Education Fund

93. MANAA: Media Action Network for Asian Americans
94. MAOF: Mexican American Opportunity Foundation
95. Mayor's Office – New York City
96. Medgar Evers College
97. Metropolitan Black Bar Association
98. Mexican American Alumni Association
99. Minority Media and Telecommunications Counsel
100. Monroe Community College
101. Morgan State University
102. Motion Picture Association of America
103. Museum for African Art
104. NALIP: National Association of Latino Independent Producers
105. NAMME: National Association of Minority Media Executives
106. National Afro American Newspaper
107. National Association for the Advancement of Colored People
108. National Association of Black Accountants
109. National Association of Black Journalists
110. National Association of Black Owned Broadcasters
111. National Association of Hispanic Journalists
112. National Association of Latino Elected and Appointed Officials
113. National Black Bar Association
114. National Black MBA Association
115. National Council of Negro Women
116. National Hispanic Foundation for the Arts
117. National Hispanic Media Coalition
118. National Lesbian & Gay Journalists Association
119. National Minority Supplier Diversity Council
120. National Puerto Rican Coalition
121. Native American Caucus for the Screen Actors Guild
122. Native American Connections
123. Native American Media and Technology Network
124. Native American Public Telecommunications
125. Native American Workforce Service
126. New Mexico State Film Office
127. Newspaper Association of America
128. NOSOTROS
129. NSHMBA: National Society of Hispanic MBAs
130. NY City College of Technology
131. Office of Antonio Villaraigosa, Mayor of Los Angeles
132. Oneida Nation
133. Operation Hope
134. Organization of Black Screenwriters
135. Organization of Chinese Americans – Greater Los Angeles
136. Partnership for New York City
137. Personnel Management Association of Aztlan
138. Phoenix Indian Center, INC.
139. Prism Awards/Entertainment Industries Council

140. Rainbow Push Coalition
141. SAG Native American Committee
142. SALEF: Salvadoran American Leadership & Education Fund
143. SEMPRA
144. SOBRO (South Bronx Overall Economic Development Corporation)
145. Southern California Indian Center
146. Spelman College
147. T- Howard Foundation
148. Teatro Stage Fest
149. Telecon - Phoenix
150. The Associated College of Illinois
151. The Ford Theatre Foundation
152. The Grammy Foundation
153. The Latino Coalition
154. Thurgood Marshall Scholarship Fund
155. Turning Point/ African American Business Summit
156. UCLA American Indian Studies Center
157. UNCF: United Negro College Fund
158. Union Settlement Association
159. UNITY: Journalists of Color
160. Urban League
161. USC Black Alumni Association
162. Village Academy
163. Visual Communications
164. Watts/Century Latino Organization
165. West Los Angeles College
166. William C. Velasquez Institute
167. Writers Boot Camp
168. York Community College