

Federal Communications Commission

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -20090108ABO	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign WHBQ-TV	Facility Id 12521	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
MEMPHIS	TN	SHELBY	38111 -
Nielsen DMA MEMPHIS	World Wide Web Home Page Address WWW.MYFOXMEMPHIS.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	13		
<input checked="" type="checkbox"/> Digital	53		
Report reflects information for quarter ending: 12/31/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:			
<input checked="" type="radio"/> DTV Education Report			
<input type="radio"/> Amendment		File Number -	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.			

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	287
Total 5:00 a.m. to 1:00 a.m. CSTs	256

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	21
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	81
Total 5:00 p.m. to 10:35 p.m. CSTs	67
Comments: DTV PSA'S INCLUDE ADDITIONAL :15 SECOND SPOTS (100 TOTAL), 26 OF WHICH RAN 5-5:30P. *CST TOTAL DOES NOT INCLUDE THE INCLUSION OF DTV TRANSITION INFORMATION ON THE TICKER OF WHBQ'S MORNING NEWS PROGRAM GOOD MORNING MEMPHIS M-F 5A-9A. ESTIMATED TO HAVE RUN AN ADDITIONAL 500 TIMES IN THE QUARTER. THE TICKER INFORMATION INCLUDED SPECIFIC ADVISORIES ABOUT RESCANNING AND ANTENNA ADJUSTMENT ADVICE, IN ADDITION TO A LOCAL HOTLINE INFO. NUMBER.	

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:	

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?	
0	Graphic Displays
0	Animated Graphics
156	Graphic and Audio Displays
0	Longer Form Reminders
Comments: ON A DAILY BASIS COUNTDOWN ADVISORIES AIRED THREE TO FOUR TIMES PER DAY.	

Section D (For all broadcasters)

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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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: NEWS INITIATIVES AND COVERAGE INCLUDED: 10-10-08 MORNING NEWS FEATURES ON DTV TRANSITION INFO. AVAILABLE ON THE WEB, 11-30-08 STORY ON OBTAINING THE RIGHT CONVERTER BOX, 12-17, 18-08 CHIEF ENGINEER ON DTV TRANSITION DETAILS, 12-23-08 TRANSITION DETAILS AND INFO WITH PHONE BANK ADVISORY, LIVE PHONE BANK AND LIVE INTERVIEW WITH CHIEF ENGINEER AND GM ON MIDDAY NEWS, 12-24-08 ON RESCANNING, 12-26-08 ON COUPON DEMAND, 12-27, 28-08 ON FCC REPRESENTATIVE VISIT AND ADVANCING LIVE STREAM WEB COVERAGE OF PUBLIC MEETING, 12-29-08 LIVE STREAM AND COMPLETE INFO. NEWS PACKAGE, 12-30 ADVANCING PHONE BANK AND PUBLIC MEETING INFO., 12-31 LIVE PHONE BANK ON MIDDAY AND 5PM NEWSCASTS. ALL NEWS STORIES OVER THE COURSE OF THE QUARTER INCLUDED LIVE OR GRAPHIC WEB "PUSHES" TO INFORM VIEWERS HOW THEY COULD OBTAIN ADDITIONAL INFORMATION.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: MYFOXMEMPHERIS CONTINUES TO HAVE A DETAILED DTV TRANSITION WEB PAGE THAT INCLUDES A COUNTDOWN CLOCK, NEWS STORY LINKS, DETAILS ON WHAT CONSUMERS NEED TO KNOW, A TIMELINE, AND OTHER RESOURCES. STORIES PRODUCED BY FOX13 NEWS ARE ARCHIVED ON THE PAGE AS WELL AS A PORTION OF THE PUBLIC FORUM CONDUCTED BY FCC COMMISSIONER DEBORAH TATE THAT WAS HELD IN MEMPHIS LAST QUARTER. A LIVE STREAM OF THE FCC'S LOCAL PUBLIC MEETING AT THE MEMPHIS PUBLIC LIBRARY WAS WEBCAST VIA A LIVE STREAM. THE DTV INFO LINK IS CLEARLY VISIBLE ON THE MYFOXMEMPHERIS HOME PAGE.	
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.	
<input checked="" type="checkbox"/> Speaking Engagements Comments: THE STATION'S NEWS DIRECTOR AND OTHER ON-AIR PERSONALITIES SPOKE ON THE DTV TRANSITION WITH AREA CITIZENS.	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: WHBQ SET UP A LOCAL DTV INFO. HOTLINE IN WHICH VIEWERS COULD HEAR A RECORDED MESSAGE TO ANSWER BASIC QUESTIONS AND POINT TO RESOURCES FOR ADDITIONAL INFORMATION. CALLERS ARE ALSO GIVEN THE OPTION TO LEAVE A MESSAGE FOR A RETURN PHONE CALL.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

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 VP/GM
Signature JOHN KOSKI	Date (mm/dd/yyyy) 01/08/2009

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-PER, 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.