

Federal Communications Commission

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Description: WHBQ DTV EDUCATION REPORT OCTOBER 2008
Application Reference Number: 20081006AFD
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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. -20081006AFD	
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: 09/30/2008					
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	217
Total 5:00 a.m. to 1:00 a.m. CSTs	223

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	13
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	60
Total 5:00 p.m. to 10:35 p.m. CSTs	78
Comments: THE CST AIRED AT LEAST 104 ADDITIONAL TIMES DURING THE QUARTER BETWEEN 5AM AND 9AM AS PART OF THE NEWS TICKER CRAWL INFORMATION DURING GOOD MORNING MEMPHIS ON WHBQ. THE TICKER INCLUDED THE DTV INFORMATION TEXT ON TUESDAYS AND THURSDAYS. THESE ADDITIONAL RUNS ARE NOT INCLUDED IN THE CST TOTALS ABOVE BECAUSE THEY WERE NOT ENTERED AS AN ORDER THROUGH THE TRAFFIC DEPT.	

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
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Comments:
 WHBQ PRODUCED A LIVE WEBSTREAM BROADCAST OF FCC COMMISSIONER DEBORAH TATE'S TOWN HALL MEETING AT THE UNIVERSITY OF MEMPHIS ON FRIDAY SEPT. 19 ON MYFOXMEMPHIS.COM. THE TOWN HALL MEETING AND ASSOCIATED LIVE WEBSTREAM WAS PROMOTED IN ADVANCE ON ALL FOX13 NEWSCASTS ON TELEVISION AS WELL AS ON THE STATION'S WEBSITE.
 WHBQ COVERED COMMISSIONER TATE'S VISIT TO MEMPHIS WITH NEWS REPORTS THAT WERE BROADCAST ON ALL NEWSCASTS. IN ADVANCE OF THE VISIT, WHBQ ALSO INTERVIEWED FORMER FCC COMMISSIONER DR. BENJAMIN HOOKS OF MEMPHIS FOR HIS THOUGHTS ON THE DIGITAL TRANSITION. ALL NEWS REPORTS INCLUDED CRITICAL INFORMATION FOR OVER-THE-AIR VIEWERS REGARDING THE TRANSITION AS WELL AS DIRECTIONS ON HOW TO GET ADDITIONAL INFORMATION FROM THE INTERNET.

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
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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
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Comments:
 MYFOXMEMPHIS HAS 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. THE DTV PAGE LINK IS CLEARLY VISIBLE ON THE MYFOXMEMPHIS 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.

Speaking Engagements

Comments:
 WHBQ'S GENERAL MANAGER SPOKE TO A CHURCH MEN'S GROUP ABOUT THE DIGITAL TRANSITION ON SEPT. 13. AN INFORMATION FLYER WAS PASSED OUT TO THOSE IN ATTENDANCE AND QUESTIONS WERE ANSWERED. ADDITIONAL SPEAKING ENGAGEMENTS ARE PLANNED FOR THE GM AS WELL AS ND AND CHIEF METEOROLOGIST AMONG OTHERS.

Community Events

Comments:
 WHBQ CREATED A KIOSK AT THE GERMANTOWN FESTIVAL (SEPT. 6,7) FOR DTV TRANSITION INFORMATION. INFORMATION SHEETS WERE AVAILABLE AND EMPLOYEES WERE AT THE KIOSK TO ANSWER QUESTIONS. A TV WITH RABBIT EARS WAS USED AS A VISUAL AID. AN ESTIMATED CROWD OF MORE THAN 80,000 ATTENDED THE COMMUNITY FESTIVAL.

Other (describe)

Comments:

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:
 PREPARING CONSUMERS FOR THE DTV TRANSITION

FOX CONTINUES OUR EXTENDED DTV CONSUMER EDUCATION OUTREACH TO THOSE GROUPS IDENTIFIED BY THE FCC WHO ARE MOST VULNERABLE AND AT THE HIGHEST RISK OF BEING NEGATIVELY IMPACTED BY THE TRANSITION. THE COMPANY HAS FOCUSED ITS ATTENTION TOWARD

WORKING WITH NATIONAL YOUTH ORGANIZATIONS TO MENTOR AND ENCOURAGE YOUNG ADULTS TO ASSIST IN BRIDGING THE DTV TECHNOLOGICAL AND INFORMATIONAL GAP FOR SENIORS AND THE SOCIALLY- AND ECONOMICALLY-DISADVANTAGED GROUPS IN THEIR COMMUNITIES. THE COMPANY HAS EXPENDED TIME AND RESOURCES PREPARING THESE YOUNG ADULTS TO NOT ONLY PRESENT THE CHALLENGES AND OPPORTUNITIES OF THE TRANSITION TO COMMUNITY GROUPS, BUT ALSO TO DEMONSTRATE THE INSTALLATION AND OPERATION OF THE CONVERTER BOXES AND ANTENNAS.

THE DIVERSITY DEVELOPMENT GROUP IS CURRENTLY DEVELOPING A STRATEGIC PLAN FOR FOX OWNED-AND-OPERATED STATIONS AS WELL AS FOX AFFILIATES FOR FACILITATING A "DTV EDUCATION DAY", CONCENTRATING ON THE SENIOR AND MINORITY COMMUNITIES IN THE MARKETS THAT HAVE BEEN IDENTIFIED BY NIELSEN AS BEING UNDER PREPARED FOR THE TRANSITION.

ADDITIONALLY, WE CONTINUE TO WORK WITH OUR LOCAL AND NATIONAL COMMUNITY PARTNERS TO DISSEMINATE MATERIALS AND INFORMATION ON THE UPCOMING TRANSITION REACHING UP TO SEVERAL MILLION CONSUMERS WHO MAY NOT OTHERWISE RECEIVE THIS INFORMATION THROUGH THE TRADITIONAL MEANS OF DISSEMINATION. FOLLOWING IS A PARTIAL LISTING OF ORGANIZATIONS WHICH REPRESENT THE INTERESTS OF MANY OF THE GROUPS IDENTIFIED BY THE FCC:

AARP
ALIANZA
AM 1600 WWRL - NY TALK RADIO
AMERICAN INDIAN CHAMBER OF COMMERCE
AMERICAN INDIAN YOUTH CHAMBER
ASIAN & PACIFIC AMERICAN ISLANDER HERITAGE MONTH PLANNING COMMITTEE
ASIAN PACIFIC AMERICAN LEGAL CENTER
ASIAN FEDERATION
AZTV - NATIVE AMERICAN
CAAM
CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS
KOREAN AMERICAN COALITION
CITY OF PHOENIX - WORKFORCE MANAGEMENT
CITY OF PHOENIX - FILM PRODUCTION MANAGEMENT
CONGRESSIONAL BLACK CAUCUS FOUNDATION
CONGRESSIONAL HISPANIC CAUCUS
THE EAGLE ACADEMY - NY
DELTA PHI KAPPA
THURGOOD MARSHALL SCHOLARSHIP FOUNDATION
INDIAN COUNTRY TODAY
JAPANESE AMERICAN NATIONAL MUSEUM
ASIAN YOUTH CENTER
LA COUNTY CONSUMER AFFAIRS DEPARTMENTS
LA SENTINEL
LOS ANGELES UNIFIED SCHOOL DISTRICT
LEAGUE OF UNITED LATIN AMERICAN CITIZENS
NATIONAL ASSOCIATION OF BLACK OWNED BROADCASTERS
NATIONAL PUERTO RICAN COUNCIL
NATIVE AMERICAN CONNECTIONS
NATIVE AMERICAN MEDIA AND TECHNOLOGY NETWORK
NATIVE AMERICAN PUBLIC TELECOMMUNICATIONS
NATIVE AMERICAN WORKFORCE SERVICE
OFFICE OF ANTONIO VILLARAIGOSA, MAYOR OF LOS ANGELES
PHOENIX INDIAN CENTER, INC.
SAG NATIVE AMERICAN COMMITTEE
SEMPRA
TELECON - PHOENIX
THE FORD THEATRE FOUNDATION

ADDITIONALLY, FOX HAS SPONSORED MANY EVENTS AND CONFERENCES, WHICH PROVIDE WITH UNIQUE OPPORTUNITIES TO REACH A BROADER AND MORE DIVERSE GROUP OF CONSUMERS.

HONDA BATTLE OF THE BANDS EVENT / RECRUITMENT FAIR FOR HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
 DTV - BE THE CHANGE COMMUNITY EVENT
 HCPR OPEN HOUSE
 HISPANIC FEDERATION GALA
 LUNAR NEW YEAR, KSCI'S MOON FESTIVAL
 NATIONAL ASSOCIATION OF MINORITY MEDIA EXECUTIVES
 NATIONAL LESBIAN AND GAY JOURNALISTS ASSOCIATION ANNUAL BENEFIT
 SIPA-(SEARCH TO INVOLVE PHILIPINO AMERICANS)
 YMCA BLACK ACHIEVERS GALA
 FOUNDERS DAY GALA - 100 BLACK MEN
 AMERICAN INDIAN CHAMBER OF COMMERCE OF CALIFORNIA EXPO '08
 NALIP
 UNITED NEGRO COLLEGE FUND - WALK FOR EDUCATION
 IMAGEN ANNUAL CAREER FAIR
 CENTER FOR ASIAN AMERICAN MEDIA
 AMERICAN INDIAN FILM FESTIVAL
 CAAM FILM FESTIVAL
 VISUAL COMMUNICATIONS ASIAN PACIFIC FILM FESTIVAL
 BLACK RETAIL ACTION GROUP
 RAINBOW PUSH ANNUAL CONFERENCE
 CONGRESSIONAL BLACK CAUCUS FOUNDATION ANNUAL LEGISLATIVE CONFERENCE
 CONGRESSIONAL HISPANIC CAUCUS INSTITUTE PUBLIC POLICY CONFERENCE
 UNITY: JOURNALISTS OF COLOR CONFERENCE

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/GENERAL MANAGER
Signature JOHN KOSKI	Date (mm/dd/yyyy) 10/06/2008

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