

Federal Communications Commission

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Account number: 301681

Description: KMSP DTV EDUCATION REPORT OCTOBER 2008
Application Reference Number: 20081007AAZ
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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. -20081007AAZ	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign KMSP-TV	Facility Id 68883	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
MINNEAPOLIS	MN	HENNEPIN	55344 -
Nielsen DMA MINNEAPOLIS-ST. PAUL	World Wide Web Home Page Address WWW.MYFOXTWINCITIES.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	9		
<input checked="" type="checkbox"/> Digital	26		
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	234
Total 5:00 a.m. to 1:00 a.m. CSTs	210

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	4
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	106
Total 5:00 p.m. to 10:35 p.m. CSTs	52
Comments:	

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	13
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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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
Comments: KMSB AIRED CONTENT TOTALLING 18:50 TO EDUCATE VIEWERS ABOUT THE DTV TRANSITION. THE	

CONTENT AIRED ON 8/29, 9/8, 9/9 AND 9/21. COVERAGE INCLUDED A SPECIAL ON 8/29 AND A STORY ON 9/8 THAT ANSWERED THE MOST COMMON QUESTIONS MOST VIEWERS MIGHT HAVE ABOUT THE DTV TRANSITION INCLUDING WHO IS AFFECTED AND WHAT ACTION THEY NEED TO TAKE.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? Yes 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. Yes No

Comments:
WEB PAGE DEVOTED TO DTV INFORMATION ON OUR WEBSITE INCLUDES ARTICLES AND LINKS TO OTHER SITES (SUCH AS WWW.DTV.GOV.) WEBSITE INCLUDES STREAMING VIDEO OF NEWS STORIES AND FEATURES RELATED TO THE DTV TRANSITION.

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:

Community Events
Comments:
DURING THE MINNESOTA STATE FAIR, THE KMSP AND WFTC ENGINEERING DEPARTMENT PROVIDED STAFFING TO ANSWER VIEWER QUESTIONS ABOUT THE TRANSITION TO DIGITAL AT OUR BOOTH. THE ENGINEERING DEPARTMENT STAFFED THE BOOTH FROM 10AM TO 6PM EACH DAY.

WE PROVIDED TALKING POINTS FOR THE BOOTH STAFF FOR THE TIMES AN ENGINEER WAS NOT PRESENT. WE MADE COVERAGE MAPS TO BE ABLE TO SHOW VIEWERS THE APPROXIMATE AREA THE DIGITAL STATIONS WOULD COVER. THIS HELPED MANY VIEWERS TO BETTER UNDERSTAND WHY THEY NEEDED AN ANTENNA. WE PROVIDED INFORMATION ON THE TYPE OF ANTENNA NEEDED FOR THIS MARKET, AS THERE WILL BE BOTH VHF AND UHF DIGITAL STATIONS.

WE ALSO ASSISTED VIEWERS WITH QUESTIONS REGARDING IF THEY HAD CABLE OR SATELLITE AS TO IF THEY NEEDED A NEW TV TO STILL RECEIVE THE STATIONS IN FEBRUARY. ONE AREA OF CONFUSION WAS THE FACT THE USING THE CONVERTER BOX TO VIEW THE STATION WOULD NOT GIVE THE VIEWER HD ON THEIR OLD TV. THEY NEEDED A NEW TV THAT COULD DISPLAY HD; THE CONVERTER BOX WAS CONVERTING THE HD BACK TO ANALOG SO THEY COULD USE THEIR EXISTING TV.

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/PROGRAM & RESEARCH
Signature LESLIE KEANE	Date (mm/dd/yyyy) 10/07/2008

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).

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