

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing  
Account number: 301681**

**Description: KMSP-TV FORM 388 2Q 2009  
Application Reference Number: 20090708AAZ  
Successfully filed at Jul 8 2009 10:28AM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -20090708AAZ	
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.MYFOX9.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: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E			
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
<b>Application Purpose:</b>			
<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 Countdown piece per day during the 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	209
Total 5:00 a.m. to 1:00 a.m. CSTs	173
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	2
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Atlantic, 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 Alaskan, 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	111
Total 5:00 p.m. to 10:35 p.m. CSTs	44
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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	2
Comments: 30 MINUTE, DTV-RELATED INFORMATIONAL PROGRAMS AIRED ON 5/16 AT 9:30PM AND 5/24 AT 9:30PM.	

**Countdown Eligible Pieces - Last Quarter**

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	Graphic Displays

0	<i>Animated Graphics</i>
61	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: KMSF MISSED ONE RESCANNING NOTICE AND ONE ANTENNA INFORMATION NOTICE DURING PRIMETIME DURING THE WEEK OF APRIL 20-26. THE NOTICES WERE MADE GOOD DURING PRIMETIME ON MAY 10.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, 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 PACKAGES ON THE DTV TRANSITION AIRED ON 4/17, 5/11, 6/7, 6/10, 6/12 AND 6/16..	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: WEB PAGE DEVOTED TO DTV INFORMATION ON OUR WEBSITE INCLUDING VIDEO, ARTICLES AND LINKS TO OTHER SITES, INCLUDING A LINK TO WWW.DTV.GOV FOR MORE INFORMATION.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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 type="checkbox"/> Speaking Engagements	
Comments:	

Community Events

Comments:

Other (describe)

Comments:

KMSP PARTICIPATED IN A SOFT TEST ON MAY 21 DESIGNED TO ALERT AND INFORM VIEWERS WHO WERE NOT YET READY FOR THE DTV CONVERSION. FROM 7:25-7:30AM, 12:28-12:32PM AND 6:30-6:35PM, WE DISRUPTED REGULAR PROGRAMMING ON OUR ANALOG CHANNEL. WE AIRED A TAPE THAT SIMULATED A SNOWY SCREEN WITH GRAPHICS INSTRUCTING VIEWERS IN ENGLISH AND SPANISH THAT THE ANALOG SIGNAL WOULD BE SHUT OFF ON JUNE 12 AND WHAT ACTIONS THEY COULD TAKE TO RECEIVE LOCAL TELEVISION IN THEIR HOMES AFTER THE SHUTOFF. WE GUIDED THEM TO A NATIONAL TOLL-FREE NUMBER AND NATIONAL WEBSITE. MOST OTHER STATIONS IN OUR MARKET ALSO PARTICIPATED IN THE TEST, WHICH WAS DESIGNED TO INTERRUPT AND JAR VIEWERS INTO TAKING ACTION.

AFTER THE ANALOG CHANNEL WAS SHUT OFF ON JUNE 12, KMSP DEVOTED SIGNIFICANT RESOURCES TO WORKING WITH INDIVIDUAL VIEWERS TO RESOLVE TRANSITION-RELATED RECEPTION PROBLEMS. SIX ENGINEERS ALONG WITH MANAGERS FROM OTHER DEPARTMENTS OPERATED A PHONE BANK OVER THE WEEKEND OF JUNE 13-14. THEY HELPED APPROXIMATELY 650 CALLERS TO TROUBLESHOOT AND RESOLVE ISSUES INCLUDING CONVERTER BOX HOOKUP, RESCANNING AND ANTENNA PLACEMENT. ENGINEERS CONTINUED TO TAKE CALLS FROM VIEWERS THROUGH REST OF JUNE. ENGINEERING STAFF VISITED THE HOMES OF FOUR VIEWERS TO RESOLVE ANTENNA PLACEMENT ISSUES THAT COULD NOT BE HANDLED OVER THE PHONE.

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

Comments:

IN THE FINAL DAYS LEADING UP TO THE DTV TRANSITION, FOX'S DIVERSITY DEVELOPMENT GROUP CULMINATED OUR EXTENSIVE DTV EDUCATION CAMPAIGN BY REACHING OUT TO OVER 165 ADVOCACY ORGANIZATIONS AND 300 HISTORICALLY BLACK COLLEGES AND UNIVERSITIES, HISPANIC SERVING INSTITUTIONS, AND TRIBAL COLLEGES WITH A COUNTDOWN OF PERTINENT INFORMATION AND SIMPLE INSTRUCTIONS FOR LAST-MINUTE TRANSITION PREPARATION.

FOR NEARLY TWO YEARS, DIVERSITY DEVELOPMENT HAS BEEN COMMITTED TO EDUCATING SOCIALLY- AND ECONOMICALLY-DISADVANTAGED COMMUNITIES ABOUT THE DTV TRANSITION. OUR PERSISTENT OUTREACH TO LOCAL AND NATIONAL COMMUNITY PARTNERS RESULTED IN THE DISTRIBUTION OF DTV MATERIALS AND INFORMATION TO SEVERAL MILLION CONSUMERS WHO MAY NOT HAVE OTHERWISE RECEIVED THIS INFORMATION THROUGH THE TRADITIONAL MEANS OF DISSEMINATION.

<b>Station Certification</b>	
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 TRAFFIC DIRECTOR
Signature DAVID GUMLOCK	Date (mm/dd/yyyy) 07/08/2009

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-PERM, 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](mailto: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.**