

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 801845**

**Description: WFTC FORM 388 4Q 2008**  
**Application Reference Number: 20090108ANK**  
**Successfully filed at Jan 8 2009 5:55PM**

**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 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -20090108ANK	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign WFTC	Facility Id 11913	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.MY29TV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2014
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	29		
<input checked="" type="checkbox"/> Digital	21		
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	
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
<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 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	280
Total 5:00 a.m. to 1:00 a.m. CSTs	214

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	54
Total 6:00 a.m. to 9:00 a.m. CSTs	26

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	123
Total 5:00 p.m. to 10:35 p.m. CSTs	90

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	11
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Comments:  
30 MINUTE, DTV-RELATED INFORMATIONAL PROGRAMS AIRED ON 10/1 3:30AM, 10/6 3:30AM, 10/16 2:30AM, 10/28 5AM, 11/5 6AM, 11/12 3:30AM, 11/13 3:30AM, 11/16 8AM, 11/23 6AM, 12/28 2:30PM AND 12/29 3AM.

**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
52	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

**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, etc.)	<input type="radio"/> Yes <input checked="" type="radio"/> No

during the quarter? The comment box may be used to describe these initiatives.	
Comments:	
<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 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:	
<input checked="" type="checkbox"/> Community Events	
Comments: 11/17/08 12N-3P BEST BUY/EDEN PRAIRIE, MN THE VP/PROGRAMMING AND RESEARCH PARTICIPATED IN A BEST BUY DTV DAY PROMOTION AND APPEARED AT A STORE IN EDEN PRAIRIE, MINNESOTA, ON NOVEMBER 17, 2008 FROM 12N-3P ALONG WITH BEST BUY STAFF. STORE VISITORS WERE ENCOURAGED TO STOP BY THE DTV AREA IN THE STORE WHERE THEY COULD ASK QUESTIONS ABOUT THE UPCOMING TRANSITION. THERE WERE VISUAL AIDS OF DIFFERENT TELEVISIONS AND HOW THEY HOOK UP TO THE CONVERTER BOXES AND HANDOUTS FOR CUSTOMERS TO TAKE FOR THEIR REFERENCE.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WFTC PARTICIPATED IN A NATIONWIDE TEST ON 12/17 DESIGNED TO ALERT AND INFORM VIEWERS WHO ARE NOT YET READY FOR THE DTV CONVERSION. FROM 6:30-6:35PM WE DISRUPTED REGULAR PROGRAMMING (FAMILY GUY) ON OUR ANALOG CHANNEL. WE AIRED A TAPE THAT SIMULATED A SNOWY SCREEN WITH GRAPHICS INSTRUCTING VIEWERS IN ENGLISH AND SPANISH AS TO WHAT IS HAPPENING AND WHAT THEY NEED TO DO. WE GUIDED THEM TO A NATIONAL TOLL-FREE NUMBER AND A NATIONAL WEBSITE. MOST STATIONS IN OUR MARKET ALSO PARTICIPATED IN THE TEST, WHICH WAS DESIGNED TO INTERRUPT AND JAR VIEWERS INTO TAKING ACTION.  VIEWERS WHO WATCHED WFTC ON A DIGITAL TELEVISION, OR WITH A CONVERTER, OR WITH CABLE OR SATELLITE DID NOT SEE THE PROGRAM DISRUPTED. WFTC HEAVILY PROMOTED THE TEST ON AIR THROUGHOUT THE DAY ON 12/17 TO ENCOURAGE VIEWERS TO TUNE IN DURING THE TEST. VIEWERS WERE ENCOURAGED TO CHECK ALL OF THEIR TELEVISION SETS, SINCE IT IS OFTEN THE SET IN THE KITCHEN OR SPARE BEDROOM THAT IS STILL ANALOG.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments: PREPARING CONSUMERS FOR THE DTV TRANSITION  WITH LESS THAN A YEAR BEFORE OUR INDUSTRY UNDERGOES ONE OF THE MOST SIGNIFICANT CHANGES IN RECENT HISTORY, FOX IS WORKING DILIGENTLY TO ASSIST IN THE CONSUMER AWARENESS AND EDUCATION EFFORT THAT IS NECESSARY AND CRITICAL TO FACILITATE THE DIGITAL TELEVISION (DTV) TRANSITION. IN ADDITION TO THE MANDATED PUBLIC SERVICE	

ANNOUNCEMENTS AND INFORMATIONAL CRAWLS, FOX HAS EXTENDED OUR CONSUMER EDUCATION OUTREACH AND FOCUS TO THOSE GROUPS IDENTIFIED BY THE FEDERAL COMMUNICATIONS COMMISSION WHO ARE MOST VULNERABLE AND AT THE HIGHEST RISK OF BEING NEGATIVELY IMPACTED BY THE DTV TRANSITION - NAMELY MULTI-CULTURAL COMMUNITIES, SENIORS, NATIVE AMERICAN AND TRIBAL COMMUNITIES, NON-ENGLISH SPEAKING CONSUMERS, AS WELL AS SOCIALLY- AND ECONOMICALLY- DISADVANTAGED GROUPS.

GUIDED BY THE EXPERTISE OF FOX'S DIVERSITY GROUP, WE HAVE DEVELOPED STRATEGIC PARTNERSHIPS WITH LOCAL AND NATIONAL MULTI-CULTURAL, PUBLIC INTEREST GROUPS - FROM CIVIL RIGHTS ORGANIZATIONS TO EDUCATIONAL INSTITUTIONS TO DISSEMINATE MATERIALS AND INFORMATION ON THE UPCOMING DIGITAL TRANSITION IN ENGLISH, SPANISH, AND ASIAN DIALECTS. WE HAVE POSITIONED OURSELVES AS A RELIABLE RESOURCE TO OVER 250 ORGANIZATIONS, REACHING UP TO SEVERAL MILLION CONSUMERS, MOST OF WHOM ARE HEARING IN-DEPTH INFORMATION ABOUT THE DTV TRANSITION FOR THE FIRST TIME.

- THESE NATIONAL ORGANIZATIONS INCLUDE:
- AMERICAN INDIAN CHAMBER OF COMMERCE
  - ASIAN AMERICAN JUSTICE CENTER
  - ASIAN FEDERATION
  - ASIAN PACIFIC AMERICAN LEGAL CENTER
  - BUREAU OF INDIAN AFFAIRS
  - CONGRESSIONAL BLACK CAUCUS FOUNDATION
  - CONGRESSIONAL HISPANIC CAUCUS INSTITUTE
  - DEPARTMENT OF HEALTH & HUMAN SERVICES
  - HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES
  - HISPANIC FEDERATION
  - HISTORICALLY BLACK COLLEGES AND UNIVERSITIES
  - INDIAN COUNTRY TODAY
  - JAPANESE AMERICAN CITIZENS LEAGUE
  - JAPANESE AMERICAN NATIONAL MUSEUM
  - LEAGUE OF LATIN AMERICAN CITIZENS
  - MEXICAN AMERICAN GROCERS ASSOCIATION
  - MINORITY FAITH COMMUNITIES
  - NAACP
  - NATIONAL ASSN. OF BLACK OWNED BROADCASTERS
  - NATIONAL CONGRESS OF AMERICAN INDIANS
  - NATIONAL LATINO MEDIA COUNCIL
  - NATIONAL PUERTO RICAN COUNCIL
  - NATIONAL URBAN LEAGUE
  - NATIVE AMERICAN MEDIA & TECHNOLOGY NETWORK
  - ORGANIZATION OF CHINESE AMERICANS

SPECIFICALLY, WE HAVE PROVIDED THESE GROUPS WITH THE NECESSARY MATERIALS TO MORE EFFECTIVELY EDUCATE AND DIRECT THEIR CONSTITUENTS THROUGH THE CONVERSION PROCESS, AS WELL AS ENCOURAGED THEM TO FACILITATE WORKSHOPS AT NATIONAL CONFERENCES; PLACE ARTICLES IN THE ORGANIZATIONS' NEWSLETTERS AND MAGAZINES; AS WELL POST THE WWW.DTV.GOV LINK ON THEIR WEBSITES.

FOR MORE INFORMATION, PLEASE CONTACT THE GOVERNMENT RELATIONS OFFICE OF NEWS CORPORATION AT 202.824.6500.

**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
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Signature  
LESLIE KEANE

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).

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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-PERF, 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.

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