

Federal Communications Commission

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Account number: 332890

Description: KDFW DTV EDUCATION REPORT OCTOBER 2008
Application Reference Number: 20081007ACI
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		DTV Quarterly Activity Station Report	
		FOR COMMISSION USE ONLY FILE NO. -20081007ACI	
Licensee KDFW LICENSE, INC.			
Call Sign KDFW	Facility Id 33770	Previous Call Sign (if applicable)	
Community of License			
City DALLAS	State TX	County DALLAS	Zip Code 75202 -
Nielsen DMA DALLAS-FT. WORTH	World Wide Web Home Page Address WWW.MYFOXDFW.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	4		
<input checked="" type="checkbox"/> Digital	35		
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	233
Total 5:00 a.m. to 1:00 a.m. CSTs	208

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	32
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	52

Comments:

IN ADDITION TO THE AFOREMENTIONED PSA'S, FOX NETWORK AIRED ANOTHER 30 DTV PSA'S IN PRIMETIME BRINGING THE KDFW TOTAL TO 263 TOTAL PSA'S INCLUDING 90 IN PRIMETIME.

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	1
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Comments:

THE DTV-RELATED INFORMATIONAL PROGRAM AIRED ON FRIDAY, JULY 4, 2008 FROM 12-1230PM CT.

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

Comments:

WE AIRED TWO (2) NEWS STORIES IN OUR LOCAL NEWSCASTS REGARDING THE DTV TRANSITION: ONE ON MONDAY, JULY 14TH IN OUR 9PM NEWS ABOUT A LADY IN GARLAND COMPLAINING ABOUT THE TRANSITION AND ONE ON THURSDAY, AUGUST 28TH IN OUR 6PM NEWS REGARDING DTV OPTIONS AND DIRECTING VIEWERS TO OUR WEBSITE FOR MORE ANSWERS.

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:

MYFOXDFW.COM CREATED A DEDICATED DTV TRANSITION PAGE COMPLETE WITH FAQ'S AND LINKS TO OTHER SITES WITH INFORMATION REGARDING THE FEBRUARY 2009 TRANSITION TO DIGITAL TELEVISION INCLUDING INFORMATION ON HOW TO APPLY FOR CONVERTER BOXES. LINKS INCLUDE DTV2009.GOV, DTVANSWERS.COM, AND DTV.GOV. A PROMINENT BUTTON LABELED "DTV" AT THE TOP OF THE HOME PAGE CLEARLY GUIDES VISITORS TO THE INFO.

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:

WE PASSED OUT DTV TRANSITION PARAPHENALIA AND ANSWERED QUESTIONS AT THE PLANO BALLOON FESTIVAL IN SEPTEMBER.

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/PROGRAMMING & RESEARCH
Signature ANDY ALEXANDER	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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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. 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.