

# Federal Communications Commission

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

**Description: WFXT DTV EDUCATION REPORT OCTOBER 2008**  
**Application Reference Number: 20081007ALG**  
**Successfully filed at Oct 7 2008 7:04PM**

**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>		<b>DTV Quarterly Activity Station Report</b>	
		FOR COMMISSION USE ONLY FILE NO. -20081007ALG	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign WFXT	Facility Id 6463	Previous Call Sign (if applicable)	
Community of License			
City BOSTON	State MA	County SUFFOLK	Zip Code 02115 -
Nielsen DMA BOSTON (MANCHESTER)	World Wide Web Home Page Address WWW.MYFOXBOSTON.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2015	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	25		
<input checked="" type="checkbox"/> Digital	31		
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	
<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	273
Total 5:00 a.m. to 1:00 a.m. CSTs	236

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	43
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	95
Total 6:00 p.m. to 11:35 p.m. CSTs	83

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

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	0
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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 type="radio"/> Yes <input checked="" type="radio"/> No
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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: FOX25 HAS TWO PROMINENT DTV FEATURES ON OUR HOMEPAGE TO HELP VIEWERS GET ADDITIONAL DTV INFORMATION. THE FIRST DTV LINK DISPLAYS CONTINUALLY ON OUR "NEWS ALERT TICKER." THE SECOND DTV LINK IS A PERMANENT "TAB" WHICH DISPLAYS AS "DIGITAL TV FAQ." BOTH FEATURES LINK TO A DEDICATED LANDING PAGE WHICH INCLUDES EVERYTHING VIEWERS NEED TO KNOW ABOUT BEING DIGITAL READY. THE LANDING PAGE EXPLAINS THE CONVERSION, WHO'S AFFECTED, PROVIDES COUPON INFORMATION, CONVERTER BOX HOOK-UP INFORMATION, ETC. THE LANDING PAGE PROVIDES A COUNTDOWN CLOCK TO REMIND VIEWERS OF THE SWITCH DATE. THE PAGE INCLUDES A FULL RANGE OF "RESOURCE" LINKS SUCH AS: DTV ANSWERS IN SPANISH; THE DTV.GOV SITE; LINKS TO MANUFACTURERS' DTV CONVERSION SITES.	
<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: FOX25 HANDED OUT DTV INFORMATIONAL ONE-SHEETS TO RESIDENTS WHO ATTENDED FOX25 MORNING NEWS ZIP TRIPS ON 8/1 IN MILLIS, MA; 8/8 IN BREWSTER, MA; 8/15 IN HARDWICK, MA; 8/22 IN WESTWOOD, MA AND 8/29 IN LYNN, MA. THE ZIP TRIPS ARE WEEKLY FOX25 MORNING NEWS LIVE BROADCASTS WHICH FOCUS ON THE CHARM AND APPEAL OF A PARTICULAR NEW ENGLAND TOWN. BETWEEN TWO HUNDRED AND FOUR HUNDRED RESIDENTS ATTEND EACH ZIP TRIP BROADCAST.	
<input type="checkbox"/> Other (describe)  Comments:	
<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  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 DIRECTOR OF MARKETING AND COMMUNITY AFFAIRS
Signature MAGGIE HENNESSEY-NEES	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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