

## **Federal Communications Commission**

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

**Description: WFXT FORM 388 4Q 2008  
Application Reference Number: 20090108ACV  
Successfully filed at Jan 8 2009 11:13AM**

**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. -20090108ACV	
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: 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	359
Total 5:00 a.m. to 1:00 a.m. CSTs	449

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 40

Total 6:00 a.m. to 9:00 a.m. CSTs 146

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 118

Total 6:00 p.m. to 11:35 p.m. CSTs 86

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 1

Comments:  
FOX25'S "COUNTDOWN TO DTV" 30 MINUTE INFORMATIONAL PROGRAM AIRED ON DECEMBER 13, 2008 AT 1:30 P.M.

**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
52	Animated Graphics
0	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.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:

"DTV DAY": ON TUESDAY, DECEMBER 9TH, FOX25 ALONG WITH OTHER MEDIA OUTLETS IN BOSTON PARTICIPATED IN A MESSAGING CAMPAIGN AND READINESS TEST TO HELP VIEWERS GET READY FOR THE DTV TRANSITION. THE INFORMATION AIRING ON FOX25 INCLUDED DAY-LONG CRAWLS (3 PER HOUR), PUBLIC SERVICE ANNOUNCEMENTS, NEWS ANNOUNCEMENTS, AND NEWS PACKAGES. THE MAIN COMPONENT OF THE READINESS TEST INCLUDED THREE "2 MINUTE DIGITAL READINESS TESTS" WHICH AIRED LIVE ON FOX25 AND ALERTED VIEWERS THROUGH AN ANOLOG SIGNAL AS WELL AS A DIGITAL SIGNAL ON WHETHER OR NOT THEIR SET "PASSED" OR "FAILED" THE DIGITAL TEST. VIEWERS WHO "FAILED" WERE DIRECTED TO A SINGLE DESTINATION (DAY LONG LOOP OF INFORMATION) TO FIND OUT EVERYTHING THEY NEED TO KNOW ABOUT GETTING READY FOR DTV.

**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?  Yes  No  
 The comment box may be used to describe what was posted on the station's Website.

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.

**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:  
 A FOX25 STAFF MEMBER ATTENDED THE DIGITAL TELEVISION TRANSITION WORKSHOP FOR THE DEAF AND HARD OF HEARING AS A DTV SPEAKER ON SATURDAY, OCTOBER 18TH AT THE COLLEGE OF HOLY CROSS IN WORCESTER, MA. A QUESTION AND ANSWER PERIOD FOLLOWED THE WORKSHOP.

Community Events  
 Comments:

Other (describe)  
 Comments:  
 FOX25 SET UP A DESIGNATED DTV AND TV RECEPTION ISSUES PHONE LINE (781-467-1111) FOR VIEWERS WHO MAY NOT HAVE WEB ACCESS. EVERY EFFORT IS MADE TO CONTACT VIEWERS WHO REQUEST A CALL BACK OR HAVE SPECIFIC DTV QUESTIONS RELATED TO FOX25'S DIGITAL SIGNAL AND THE DTV TRANSITION.  
 FOX25 STAFF MEMBERS ANSWERED DTV AND TV RECEPTION ISSUE RELATED CALLS "LIVE" IN THE FOX25 NEWSROOM FROM 12 NOON TO 4 P.M. ON SATURDAY, DECEMBER 21, 2008.  
 FOX25 WORKED WITH LOCAL RADIO PARTNERS TO PRODUCE AND AIR A :60 SECOND AND :30 SECOND DTV AWARENESS MESSAGE. THE PUBLIC SERVICE ANNOUNCEMENTS AIRED APPROXIMATELY 75 TIMES ON VARIOUS LOCAL RADIO STATIONS.

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

the last quarter.

Comments:

**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 & COMMUNITY AFFAIRS
Signature MAGGIE HENNESSEY-NEES	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-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.**