

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 849726

Description: WPWR 2Q 2008 FORM 388
Application Reference Number: 20080709AML
Successfully filed at Jul 9 2008 4:16PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -20080709AML	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign WPWR-TV	Facility Id 48772	Previous Call Sign (if applicable)	
Community of License			
City GARY	State IN	County LAKE	Zip Code 46401 -
Nielsen DMA CHICAGO	World Wide Web Home Page Address WWW.MY50CHICAGO.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	50		
<input checked="" type="checkbox"/> Digital	51		
Report reflects information for quarter ending: 06/30/2008			
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	235
Total 5:00 a.m. to 1:00 a.m. CSTs	235

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	28
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	91
Total 5:00 p.m. to 10:35 p.m. CSTs	103

Comments:

"AMERICAN LATINO" AIRED ON SUNDAY 6/29/08 FROM 11:30P-12A, ONE :15 PSA SPOT FROM NAB ENTITLED "JUST A BOX" AIRED DURING THAT TIME.

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:

SUNDAY 5/25/08 4-4:30P

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

Comments:	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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: MY50CHICAGO.COM HAS A COPY OF FORM 388 ONLINE. THAT LINK WILL ALSO BRING YOU TO THE FOX CHICAGO WEBSITE WHERE YOU CAN THAN ACCESS THE DTV TRANSITION TAB. THE INFORMATION PROVIDED IS AS FOLLOWS: DTV TIMELINE, FOUR DTV ACTION SPOTS PLUS TWO IN SPANISH, COUNTDOWN CLOCK TO DIGITAL TV SWITCH, SEVEN THINGS YOU MUST KNOW Q&A, LINKS TO OTHER DTV RESOURCES (DTV ANSWERS, DTV ANSWERS IN SPANISH, DTV IS COMING/FACT SHEET, DIGITAL TELEVISION/DTV.GOV) AND A LINK 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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input type="checkbox"/> 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: WPWR'S PARENT COMPANY IS INVOLVED IN THE FOLLOWING INITIATIVES. 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. THESE GROUPS INCLUDE MULTI-CULTURAL COMMUNITIES, SENIORS, TRIBAL COMMUNITIES, NON-ENGLISH SPEAKING CONSUMERS, AND OTHER SOCIALLY- AND ECONOMICALLY-DISADVANTAGED GROUPS. FOX HAS PARTNERED WITH LOCAL AND NATIONAL MUTI-CULTURAL, PUBLIC INTEREST ORGANIZATIONS 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 (UPCOMING)
CONGRESSIONAL HISPANIC CAUCUS INSTITUTE PUBLIC POLICY CONFERENCE (UPCOMING)
UNITY: JOURNALISTS OF COLOR CONFERENCE (UPCOMING)

THE COMPANY'S LONG-STANDING, AND MUTUALLY BENEFICIAL AND SUPPORTIVE RELATIONSHIPS IN LOS ANGELES AND THE STATE OF CALIFORNIA HAVE ALLOWED US THE OPPORTUNITY TO EDUCATE ELECTED OFFICIALS ON THE DTV TRANSITION AND EFFECT A POSITIVE IMPACT ON THE STATE'S CONSUMER EDUCATION OUTREACH.

OUTREACH WAS INITIATED SIMULTANEOUSLY BOTH AT THE STATE AND LOCAL LEVEL.

MET WITH THE CA STATE ASSEMBLY SPEAKER'S OFFICE AS WELL AS THE SENATE PRO TEM'S OFFICE (THE LEADERSHIP IN BOTH HOUSES WHO CAN BRING LIGHT TO THE ISSUE). THEY REQUESTED ADDITIONAL INFORMATION (FAQ / ONE SHEET) AND ARE PLANNING TO DISSEMINATE THROUGHOUT THEIR LOCAL DISTRICTS AND UPCOMING TOWN HALLS. THEY WILL ENCOURAGE THEIR COLLEAGUES TO OUTREACH AND GET OUT THE WORD.

TARGETED LEGISLATORS WHO HEAD COMMITTEES THAT HAVE JURISDICTION OVER SUCH ISSUES (I.E., THE ASSEMBLY - ARTS, ENTERTAINMENT, SPORTS, TOURISM AND INTERNET MEDIA) AND PRESENTED THE FACTUAL INFORMATION AND LOBBIED FOR SOME TYPE OF OUTREACH EFFORTS.

OUTREACHED TO GOVERNOR'S OFFICE (SHARED BASIC INFORMATION AND ALERTED THEM TO THE ISSUE).

COORDINATED WITH & LOBBIED VIGOROUSLY ALONG WITH THE CALIFORNIA ASSOC. OF BROADCASTERS (CAB).

AS A RESULT OF OUR BASIC "WE'RE JUST PROVIDING YOU WITH INFORMATION ON AN IMPORTANT ISSUE" MESSAGE, WE WERE ABLE TO CONVINCE LEGISLATORS TO RECOGNIZE THE POTENTIAL IMPACT THE UPCOMING TRANSITION WOULD HAVE ON THEIR CONSTITUENCIES - MORE SPECIFICALLY THE LOWER INCOME, NON-ENGLISH SPEAKING AND SENIOR COMMUNITIES.

AS A RESULT OF OUR TARGETED EFFORTS AT THE STATE LEVEL, NUMEROUS OUTREACH AND AWARENESS PROGRAMS OR BILLS HAVE BEEN PLANNED:

ASSEMBLY MEMBER LLOYD LEVINE HAS INTRODUCED A BILL (AB 2769) WHICH WOULD REQUIRE, AMONG OTHER THINGS, THAT RETAILERS POST NOTICES AND MAKE AVAILABLE BROCHURES REGARDING THE TRANSITION (INCLUDING THE SPECIFIC WEB SITE ADDRESS AND PHONE NUMBER PROVIDED BY THE FCC ON DIGITAL TELEVISION TRANSITION) AS WELL AS INFORMATION ON THE NEAREST "ELECTRONIC WASTE RECYCLING" STATION.

SENATOR ROMERO HAS INTRODUCED A SENATE RESOLUTION (SR24) WHICH DESIGNATES MAY 2008 AS DIGITAL TELEVISION EDUCATION MONTH IN THE STATE AND ASKS THAT PUBLIC OFFICIALS AND THE PEOPLE OF THE STATE BECOME INFORMED DURING THE MONTH ABOUT DIGITAL TV. SENATOR ROMERO IS PLANNING TO HOLD A PRESS CONFERENCE ON MAY 1ST IN ASSOCIATION WITH THE CA BROADCASTERS ASSOCIATION TO UNVEIL HER RESOLUTION AND MONTH LONG AWARENESS CAMPAIGN.

THE ASSEMBLY ARTS & ENTERTAINMENT COMMITTEE IS ALSO PREPARING FOR A HEARING ON THE ISSUE. THEY PLAN ON AN INFORMATIONAL PANEL HEARING - PRESENTATION AND Q&A, TO MAKE SURE ALL INFORMATION SOURCES HAVE BEEN IDENTIFIED AND QUESTIONS AND ISSUES REGARDING THE PROCEDURE FOR OBTAINING THE GOVERNMENT ISSUED COUPON TO PURCHASE A CONVERTER BOX, HAVE BEEN ADDRESSED.

AT THE STATE LEVEL WE ALSO MET WITH THE CALIFORNIA CONSUMER AFFAIRS DEPARTMENT - THEY DISSEMINATE INFORMATION AND TAKE COMPLAINTS ON ALL CONSUMER RELATED ISSUES (I.E., ID THEFT, COMPLAINTS AGAINST CONTRACTORS, ETC., ETC.). THEY TOO, WILL BE DISSEMINATING INFORMATION VIA THEIR WEBSITE.

ALSO IMPLEMENTED OUTREACH EFFORTS TO OUR LOCAL OFFICIALS AND AGENCIES, INCLUDING THE L.A. COUNTY CONSUMER AFFAIRS OFFICE. PRIMARY FUNCTION OF THE COUNTY CONSUMER AFFAIRS

OFFICE IS PARALLEL TO THAT OF THE STATE CONSUMER AFFAIRS DEPT. BUT ON A MORE LOCAL LEVEL; THEY TOO, FIELD COMPLAINTS FROM THE PUBLIC AND OUTREACH TO THOSE SECTORS OF THE COMMUNITY MOST LIKELY TO BE VULNERABLE PRAYS OF SCAMMERS (I.E., POTENTIAL FOR BAIT AND SWITCH TO GET CONSUMERS TO SPEND MORE MONEY ON A LEVEL OF PRODUCT THAT IS NOT NECESSARY FOR BASIC DIGITAL TRANSMISSION, OR EVEN THE POTENTIAL FOR A "BLACK MARKET" FOR COUPONS OR THE DTV CONVERTERS THEMSELVES).

ALSO, A MEETING WITH THE MAYOR'S OFFICE IS IN THE PROCESS OF BEING SCHEDULED. THE BASIC INFORMATIONAL PRESENTATION WILL BE GIVEN TO THE MAYOR'S FIELD OPERATION DIVISION - WHICH MEETS ONCE A MONTH. THIS IS THE CORE DEPARTMENT WITHIN THE MAYOR'S OFFICE THAT HANDLES OUTREACH INTO THE COMMUNITY ON ALL ISSUES (GRASSROOTS EFFORT).

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/GENERAL MANAGER
Signature PATRICK MULLEN	Date (mm/dd/yyyy) 07/09/2008

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).

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. 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.