

## **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**  
**Account number: 408035**

**Description: KTBC FORM 388 4Q 2008**  
**Application Reference Number: 20090109ABW**  
**Successfully filed at Jan 9 2009 10:23AM**

**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. -20090109ABW	
Licensee KTBC LICENSE, INC.					
Call Sign KTBC		Facility Id 35649		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
AUSTIN		TX	TRAVIS		78701 -
Nielsen DMA AUSTIN		World Wide Web Home Page Address WWW.MYFOXAUSTIN.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	7				
<input checked="" type="checkbox"/> Digital	56				
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 type="radio"/> Yes <input checked="" 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	241
Total 5:00 a.m. to 1:00 a.m. CSTs	341

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	130
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	61
Total 5:00 p.m. to 10:35 p.m. CSTs	118
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	3
Comments: KTBC AIRED THE 30 MINUTE PROGRAM, DTV SIMPLIFIED THREE TIMES ON 12/25/08, AT 5AM, 6:30AM & 12NOON. INSTEAD OF AIRING COMMERCIAL BREAKS WE CUSTOMIZED THE PROGRAM ADDING A LOCAL INTRO AND CLOSE AND ADDING OUR OWN STORY AT THE END THAT REITERATED SET UP AND SCANNING INFORMATION.	

**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
126	Graphic and Audio Displays
0	Longer Form Reminders
Comments: UNFORTUNATELY, DUE TO A PROGRAMMING TECHNICAL GLITCH ON DECEMBER 25 AND 26, 2008, THE COUNTDOWN CLOCK DID NOT AIR ON THOSE TWO DAYS. WE DID AIR THE CLOCK MULTIPLE TIMES ON MULTIPLE OTHER DAYS. THIS IS THE ONLY REASON KTBC CHECKED THE NONCOMPLIANT BOX. KTBC APOLOGIES FOR THE PROBLEM.	

**Section D (For all broadcasters)**

<p><b>Additional DTV On-air Initiatives - Last Quarter</b></p>	
<p>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.</p>	<p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p>Comments:                  DURING THE MONTH OF DECEMBER, KTBC VP OF ENGINEERING, SHAWN O'SHEA APPEARED WEEKLY ON GOOD DAY AUSTIN AT APPROXIMATELY 7:30AM TO ANSWER VIEWER CALL IN QUESTIONS AND EMAILS REGARDING THE DTV CONVERSION. THE DATES WERE WEDNESDAY, 12/3/08 AND TUESDAYS, 12/9, 12/16, 12/23 &amp; 12/30/08. GUY BENSON, FCC AUSTIN DMA OUTREACH REPRESENTATIVE JOINED SHAWN ON 12/16 TO ANSWER VIEWER CALLS. WE PARTICIPATED IN A MARKET-WIDE ANALOG SHUT DOWN TEST ON DECEMBER 4, 2008. AT KTBC IT WAS A SOFT TEST IN WHICH WE CONTINUED OUR ANALOG SIGNAL AND PUT UP A SLATE WITH APPROPRIATE INFORMATION. THE TIMES OF THE TESTS WERE 5:22-5:27PM (NEWS) AND 10:22-10:27PM (SIMPSONS). FIVE MINUTES DURATION WAS CHOSEN IN ORDER TO GIVE VIEWERS TIME TO CHECK MULTIPLE SETS IN THE HOUSEHOLD. IN BOTH CASES WE LED INTO THE TEST WITH AN ANCHOR ON-CAMERA SUMMARIZING WHAT WAS ABOUT TO TAKE PLACE. FOLLOWING THE 5:22PM TEST, WE AIRED A PACKAGE ILLUSTRATING THE HARDWARE AND STEPS NECESSARY FOR OVER-THE-AIR VIEWERS. WE ALSO RAN CRAWLS THROUGH THE DAY GIVING NOTICE OF THE TESTS. WE STAFFED A PHONE BANK DURING THE TESTS AND AS LONG AFTER AS CALL VOLUME WARRANTED AND TOOK 200 CALLS. FOX 7 NEWS AIRED MANY STORIES REGARDING THE DIGITAL CONVERSION DURING FOURTH QUARTER. (1) OCT/NOV/DEC: MESSAGES SIMILAR TO THE FOLLOWING RAN IN VARIOUS NEWSCASTS: A NEW STUDY SAYS MORE THAN ONE IN TEN OF AUSTIN HOMES ARE NOT READY FOR THE SWITCH TO DIGITAL TV ON FEBRUARY 17TH. IF YOU HAVE RABBIT EARS, YOU'LL NEED A CONVERTER BOX, AND THE GOVERNMENT IS GIVING OUT \$40 COUPONS TO HELP YOU PAY FOR IT. TO FIND OUT MORE INFORMATION OR HOW TO GET A COUPON, LOG ONTO MYFOXAUSTIN.COM AND CLICK ON "DTV" AT THE TOP OF OUR HOMEPAGE; (2) 12/4/08 - TODAY, FOX 7 AND ALL THE OTHER TV STATIONS IN AUSTIN ARE CONDUCTING A DTV PREPAREDNESS TEST SO YOU CAN SEE IF YOUR SET IS READY TO RECEIVE DTV. (FOX 7 DID THE TEST AT 5:22 AND 10:22PM); (3) 10/23/08 - AM NEWSCAST: DO YOU HAVE A TELEVISION SET CAPABLE OF TAKING IN A DIGITAL SIGNAL? YOU NEED TO MAKE SURE YOUR TV IS READY FOR THE SWITCH FROM ANALOG TO DIGITAL EARLY NEXT YEAR. AT 6:15 THIS EVENING, BROADCASTERS IN THE SAN FRANCISCO BAY AREA TEMPORARILY TURNED OFF THEIR ANALOG SIGNAL. IT WAS A TEST IN PREPARATION FOR THE FEDERALLY MANDATED AND PERMANENT SWITCH TO ALL DIGITAL TV SIGNAL STARTING FEBRUARY 17TH OF NEXT YEAR. IF YOU WERE READY, YOU SAW A GREEN SLATE DURING THE TEST. IF NOT, YOU SAW RED. WHEN THE TEST HAPPENED, SEVERAL CALL CENTERS FIELDIED VIEWER QUESTIONS. PART OF THE CONTRA COSTA CRISIS CENTER IN WALNUT CREEK HANDLED CALLS FROM VIEWERS. ONE CENTER HANDLED ONLY ABOUT A DOZEN CALLS, WHILE OTHERS IN HAYWARD AND SAN FRANCISCO TOOK IN HUNDREDS OF CALLS FROM PEOPLE IN NEED OF ADVICE. OFFICIALS WANT VIEWERS TO BE READY FOR THE SWITCH. IN ORDER TO BE READY FOR THE ALL DIGITAL TV SIGNAL, YOU HAVE SEVERAL CHOICES. GET CABLE OR SATELLITE SERVICE, WHICH TAKES CARE OF THE CONVERSION FOR YOU. GET A NEW TV WITH A DIGITAL TUNER. OR GET A DIGITAL CONVERTER BOX. THE GOVERNMENT IS OFFERING \$40 COUPONS FOR THE BOXES. BUT WHY SWITCH IN THE FIRST PLACE? THE GOVERNMENT DECIDED SOME TIME AGO THAT IT'S GOING TO TAKE BACK PART OF THE SPECTRUM OF WHAT BROADCASTERS USE TODAY IN THE ANALOG WORLD, AND USE THOSE FREQUENCIES TO HELP EMERGENCY RESPONDERS WITH NEW FREQUENCIES TO HAVE BETTER COMMUNICATION. (1:57) FOX SAN FRANCISCO STORY; (4) 11/18/08- 5/9 PM &amp; 11/19/08 - AM NEWSCAST: THE NATIONWIDE SWITCH TO DIGITAL TELEVISION HAPPENS IN FEBRUARY. BUT RECENT STUDIES SHOW MILLIONS OF AMERICANS ARE NOT PREPARED FOR THE TRANSITION. FOX 7'S CHRIS COFFEY EXPLAINS HOW YOU CAN HELP GET HOUSEHOLDS READY. MORE AND MORE AMERICANS ARE ENJOYING CRYSTAL CLEAR IMAGES ON NEW DIGITAL TELEVISIONS - BUT MILLIONS OF PEOPLE STILL RELY ON RABBIT EARS HOOKED UP TO OLDER TV'S. AND THEY ARE UNPREPARED FOR THE NATIONWIDE SWITCH TO DIGITAL TELEVISION ON FEBRUARY 17TH. WHO'S NOT READY FOR THE DTV TRANSITION? ACCORDING TO RECENT STUDIES, ONE IN FOUR SENIOR CITIZENS ARE NOT READY; 13-PERCENT OF HISPANIC HOUSEHOLDS; 12 AND A HALF PERCENT OF AFRICAN-AMERICAN HOUSEHOLDS; AND ABOUT 25 PERCENT OF HOUSEHOLDS THAT SPEAK ONLY OR MOSTLY SPANISH. AND STUDIES ALSO SHOW TEXANS APPEAR TO BE AMONG THE MOST UNPREPARED IN THE NATION. IN AUSTIN ALONE, ALMOST 12 PERCENT OF HOUSEHOLDS ARE NOT READY FOR THE DTV TRANSITION. THAT'S WHY CABLE PROVIDERS, BROADCASTERS, COMMUNITY AND STATE LEADERS STEPPING UP THEIR EFFORTS TO EDUCATE THE PUBLIC ABOUT THE COMING CHANGE. THEY'RE ALSO URGING THOSE WHO ARE PREPARED TO HELP THOSE WHO ARE NOT. THERE'S ALREADY FREE OVER-THE-AIR DIGITAL TELEVISION. SO YOU CAN BE READY FOR THE TRANSITION BY CONNECTING YOUR ANALOG TV TO A DIGITAL CONVERTER BOX. COUPONS ARE AVAILABLE TO HELP WITH THE COST FOR A CONVERTER OR YOU CAN BUY A NEW DIGITAL TV AND</p>	

USE YOUR OLD ANTENNA. OR YOU CAN PAY FOR A SATELLITE OR CABLE SERVICE. THE FEDERAL GOVERNMENT IS FREEING UP ANALOG WAVES FOR POLICE, FIRE AND EMERGENCY COMMUNICATIONS. DIGITAL ALLOWS BROADCASTERS TO OFFER SHOWS WITH BETTER PICTURE AND BETTER SOUND. SO NO MATTER HOW YOU PREPARE FOR THE TRANSITION, THE WAY WE VIEW TELEVISION WILL CHANGE ON FEBRUARY 17TH. (2:35) FOX AUSTIN 7 ON YOUR SIDE STORY; (5) 11/28/08 - AM NEWSCAST: ALL TV STATIONS WILL START BROADCASTING IN DIGITAL ONLY, STARTING FEBRUARY 17TH. SO WHAT DOES THAT MEAN FOR THOSE WHO STILL USE ANTENNAS? AND WHAT DO PEOPLE NEED TO WATCH OUT FOR WHEN SHOPPING FOR NEW TVS? FOX'S HARRY MARTIN HAS A COMPLETE LESSON ON WHAT YOU NEED TO KNOW BEFORE THE SWITCH. (3:55) FOX NATIONAL STORY; (6) 11/30/08 - 9 PM: WE'RE LESS THAN THREE MONTHS AWAY FROM THE SWITCH TO DIGITAL TELEVISION, BUT CONFUSION OVER WHAT YOU NEED COULD COST YOU MONEY. FOX'S STEVE NOVIELLO FROM OUR SISTER STATION FOX 4 IN DALLAS SHOWS US THAT EVEN SOME OF THE PEOPLE WHO SELL TELEVISIONS AREN'T TOO CLEAR ON THE FACTS. WE TOOK OUR HIDDEN CAMERAS ON A SECRET SHOPPING TRIP AND FOUND AN UNEXPECTED GLITCH IN THE DIGITAL SWITCH - TV SALESPeOPLE WHOSE MISINFORMATION COULD COST YOU BIG BUCKS! WHEN OUR REPORTER ASKED, "IF I GET CABLE AND GET RID OF THE AERIAL- WOULD THAT HELP ME," THE CLERK SAID "YOU WOULD STILL NEED A CONVERTER BOX." SORRY - THAT'S WRONG. THE CLERK ALSO SAID "YOU HAVE TO CALL YOUR CABLE COMPANY AND UPGRADE TO A DIGITAL ONE." WRONG AGAIN. JONATHAN COLLEGIO IS OUR FACT CHECKER AND THE VICE PRESIDENT OF THE DIGITAL TELEVISION TRANSITION FOR THE NATIONAL ASSOCIATION OF BROADCASTERS. HE SAYS A CONSUMER HAS THREE WAYS OF MAKING THE UPGRADE TO DTV IF THEY'RE USING AN ANTENNA ON THE ROOFTOP OR RABBIT EARS IN THEIR HOUSE. STARTING FEBRUARY 17TH 2009 IF YOUR TV USES A ROOFTOP ANTENNA OR RABBIT EARS TO GET PROGRAMMING - YOU NEED TO TAKE ACTION. THE CHEAPEST WAY IS TO GO OUT AND BUY A DIGITAL CONVERTER BOX, HOOK IT UP, AND THAT'S IT. YOU COULD BUY A NEW TV WITH A BUILT IN DIGITAL TUNER, OR YOU CAN START SUBSCRIBING TO CABLE OR SATELLITE SERVICE. CABLE AND SATELLITE SUBSCRIBERS - YOU DON'T NEED TO BUY A CONVERTER BOX - EVEN IF YOU HAVE ONE OF THOSE OLD ANALOG TVS. IF YOU DO NEED TO BUY A BOX - THE GOVERNMENT IS WILLING TO HELP YOU OUT WITH A DISCOUNT COUPON. IT'S A \$40 COUPON THAT THE FEDERAL GOVERNMENT IS GIVING OUT - 2 PER HOUSEHOLD, AND ANYONE CAN APPLY. ONCE YOU GET YOUR CONVERTER BOX IT WILL TRANSLATE SIGNALS BETWEEN YOUR ANTENNA AND YOUR TV. (3:07) FOX DALLAS STORY; (7) 12/02/08 - 9 PM: BY NOW, YOU'VE PROBABLY SEEN THE ADS ABOUT THE DIGITAL TV SWITCH OVER IN FEBRUARY. SO, THE QUESTION IS, ARE YOU READY? FOX'S HARRY MARTIN HAS MORE ON WHAT THE CHANGE MEANS AND HOW YOU WILL BENEFIT. YOU'VE BEEN SEEING THE WARNINGS FOR MONTHS. NEXT FEBRUARY 17, TV STATIONS WILL TURN OFF THEIR ANALOG TRANSMITTERS AND BROADCAST ONLY IN CRYSTAL CLEAR DIGITAL. BUT TO WATCH DIGITAL TELEVISION, YOU NEED A DIGITAL TV RECEIVER. THAT MEANS A NEW TV, CABLE OR SATELLITE SERVICE. OR A CONVERTER BOX TO GO WITH RABBIT EARS OR AN ANALOG ROOF ANTENNA AND THAT'S WHERE MANY PEOPLE ARE STILL CONFUSED. BUT NOT EVERYONE KNOWS HOW THE SWITCH TO ALL-DIGITAL WILL AFFECT THEM DESPITE CONSTANT PUBLIC SERVICE ANNOUNCEMENTS AND NUMEROUS NEWS STORIES. ACCORDING TO OUR EXCLUSIVE RASMUSSEN POLL, 11 PERCENT OF AMERICANS SAY THEY ARE STILL VERY CONCERNED ABOUT THEIR TV RECEPTION AFTER FEBRUARY 17TH. 14 PERCENT ARE SOMEWHAT CONCERNED. 38 PERCENT SAY NOT VERY CONCERNED. 36 PERCENT ARE NOT CONCERNED AT ALL. CONGRESSMAN FRANK PALLONE, A MEMBER OF THE HOUSE TELE-COMMUNICATIONS AND INTERNET SUB-COMMITTEE AGREES MORE NEEDS TO BE DONE BEFORE FEBRUARY 17TH. SO THE GOVERNMENT IS TRYING TO HELP - OFFERING \$40 COUPONS TOWARD THE COST OF CONVERSION BOXES. SO FAR, 36 MILLION CONVERSION BOXES COUPONS HAVE BEEN ORDERED. BUT ONLY 14 MILLION HAVE BEEN USED TO BUY BOXES. YET, ACCORDING TO OUR RASMUSSEN POLL, 85 PERCENT OF AMERICANS SAY THEY KNOW WHAT THEY HAVE TO DO TO BE READY FOR THE TRANSITION. ONLY 10 PERCENT SAY THEY DO NOT. (2:11) FOX NEW YORK STORY; (8) 12/04/08 - 5/9 PM & 12/05/08 AM NEWSCAST: WE'VE SHOWN YOU WHAT YOU MIGHT SEE IF YOU AREN'T PREPARED COME FEBRUARY 17TH. NOW WE'LL SHOW YOU WHAT STEPS YOU CAN TAKE TO GET THERE. SEVEN ON YOUR SIDE'S CHRIS COFFEY SEPARATES THE FACT FROM FICTION. TELEVISION STARTED OUT AS A SNOWY BLACK AND WHITE PICTURE. COLOR CAME NEXT. AND SOON, THE BIGGEST CHANGE SINCE THE 60S WILL HAPPEN: DIGITAL TELEVISION. DIGITAL TV USES A DIFFERENT KIND OF SIGNAL TO DELIVER A CRISPER, CLEARER PICTURE. BUT HERE'S THE CATCH: SINCE IT'S A DIFFERENT KIND OF SIGNAL, YOUR OLD TV CAN'T PICK IT UP. THAT MEANS YOU HAVE THREE OPTIONS. IF YOU HAVE AN ANALOG TV WITH AN ANTENNA, YOU CAN BUY A CONVERTER BOX. LIKE CABLE, THE BOX CONVERTS THE SIGNAL TO ONE YOU CAN PICK UP. A BOX COSTS ABOUT \$60 AND THE GOVERNMENT WILL SEND YOU TWO \$40 COUPONS PER HOUSEHOLD TO HELP PAY FOR IT. YOUR SECOND OPTION IS TO KEEP YOUR OLD ANALOG SET AND GET CABLE OR A SATELLITE DISH. CABLE AND SATELLITE COMPANIES CONVERT THE SIGNAL INTO SOMETHING YOUR OLD TV CAN WATCH. AND IF YOU ALREADY HAVE CABLE, YOU

DON'T NEED TO DO ANYTHING. FINALLY, YOU CAN PURCHASE A NEW DIGITAL TV. MOST NEW DIGITAL TV'S ARE WIDESCREEN. PEOPLE CALL THEM "HIGH DEFINITION" TV'S. PRICES HAVE DROPPED DRAMATICALLY AND YOU CAN FIND A GOOD HIGH-DEF TV FOR UNDER \$400. BY HOOKING UP A NEW DIGITAL TV OR A CONVERTER BOX, YOU'LL ALSO NEED TO SCAN FOR NEW CHANNELS TO MAKE SURE YOU RECEIVE ALL OF THE DIGITAL STATIONS BROADCASTING IN YOUR AREA. SOME TV'S AND BOXES SCAN FOR CHANNELS AUTOMATICALLY, BUT YOU MAY NEED TO SCAN MANUALLY. MEANWHILE, TELEVISION GROUPS ARE WORKING HARD TO EDUCATE PEOPLE WHO AREN'T READY FOR THE SWITCH - PARTICULARLY SENIOR CITIZENS. ONE IN FOUR SENIORS ISN'T READY FOR THE DIGITAL SWITCH. BUT THEY'RE NOT ALONE. 13-PERCENT OF HISPANIC HOUSEHOLDS AREN'T READY, AND 12-PERCENT OF AFRICAN-AMERICAN HOMES. ABOUT A QUARTER OF HOUSEHOLDS THAT SPEAK ONLY OR MOSTLY SPANISH ARE ALSO NOT READY FOR THE CONVERSION. THAT'S WHY EDUCATING YOURSELF, AND OTHERS, ABOUT THE SWITCH ARE KEY. (2:52) FOX AUSTIN 7 ON YOUR SIDE STORY; (9) 12/24/08 - 5/9 PM & 12/26/08 - AM NEWSCAST: THE NATIONWIDE SWITCH TO DIGITAL TELEVISION IS LESS THAN TWO MONTHS AWAY. YOU MAY HAVE APPLIED FOR GOVERNMENT COUPONS TO HELP PAY FOR A DIGITAL CONVERTER BOX. BUT WHAT HAPPENS IF YOU'RE HAVING A TOUGH TIME RECEIVING THEM? YOU'LL NEED A CONVERTER BOX IF YOU PLAN TO USE YOUR OLDER MODEL TV AFTER FEBRUARY 17TH. THAT'S THE DAY WHEN ANALOG SIGNALS GO AWAY AND DIGITAL SIGNALS ARE HERE TO STAY. THE GOVERNMENT IS OFFERING \$40 COUPONS TO HELP PAY FOR THE BOXES. THE FCC'S GUY BENSON IS A DTV COORDINATOR FOR THE AUSTIN TELEVISION MARKET. HE SAYS FAMILIES ARE ENTITLED TO TWO COUPONS. KEEP IN MIND, THOSE COUPONS HAVE EXPIRATION DATES. IF YOU ONLY APPLY FOR ONE AND YOU FIND THAT THAT ONE IS EXPIRED YOU ARE STILL ELIGIBLE TO APPLY FOR THE OTHER ONE. BUT WHAT IF THE COUPONS YOU'RE EXPECTING NEVER ARRIVE? ONE EMAILER SAYS HE APPLIED IN AUGUST AND HAS YET TO RECEIVE THEM. BENSON SAYS THAT'S WHEN FRIENDS OR FAMILY CAN HELP. TRY TO SEE IF THEY HAVE A FRIEND OR A RELATIVE THAT IS HOOKED UP TO A PAY SERVICE LIKE CABLE OR SATELLITE THAT WILL NOT BE IN NEED OF THE CONVERTER BOX AND THE COUPONS. THEY CAN ASK THEIR FRIENDS TO APPLY FOR THE COUPON AND TRY TO OBTAIN THEM THAT WAY. ONCE YOU RECEIVE YOUR COUPONS, THEY'LL COME WITH A LIST OF NEARBY RETAILERS WHO CARRY THE CONVERTER BOXES, AS WELL AS ONLINE STORES WHO SELL THEM. THE BOXES ARE IN BIG DEMAND RIGHT NOW, SO YOU'LL WANT TO CALL AHEAD TO MAKE SURE A STORE HAS THEM ON THEIR SHELVES. (1:29) FOX 7 AUSTIN STORY..

<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:  
THE KTBC-TV WEBSITE, MYFOXAUSTIN.COM CONTAINS A DTV INFO TAB. INCLUDED IN THE DTV SECTION OF THE WEBSITE IS A NATIONAL DTV INDEX WITH A DTV TIMELINE, DTV ACTION SPOTS, A DTV COUNTDOWN CLOCK, "7 THINGS YOU MUST KNOW ABOUT DTV" (1-WHY THE DTV CONVERSION, 2-WHO IS AFFECTED, 3-DOES MY SET HAVE A DTV TUNER, 4-WHAT IF MY TV IS NOT READY, 5- CONVERTER BOX COUPONS, 6-WHAT ANTENNA IS RIGHT FOR YOU AND 7-HOW DO I HOOK UP A CONVERTER BOX), AND LINKS TO OTHER DTV RESOURCES (DTV ANSWERS, DTV ANSWERS IN SPANISH, DTV IS COMING FACT SHEET, DIGITAL TELEVISION/ DTV.GOV) AND LINKS TO MANUFACTURERS' DTV CONVERSION SITES. THERE IS ALSO A FOX 7 SECTION - "DIGITAL TV IS COMING - IS YOUR SET READY?" WITH ALL OF THE DTV TRANSITION INFORMATION PUT TOGETHER BY KTBC. INCLUDED IN THE LOCAL INFORMATION IS AN IN DEPTH STORY FROM 7 ON YOUR SIDE ABOUT DTV AND ANOTHER 7 ON YOUR SIDE STORY, "ARE DTV CONVERTER BOXES RUNNING OUT?" ALSO INCLUDED ARE LINKS TO THE DIGITAL CONVERSION COUPON PROGRAM, THE NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION, A LIST OF APPROVED COUPON ELIGIBLE CONVERTER BOXES, THE KTBC FCC 388 FORMS, A LINK TO A STORY REGARDING THE 12/4 AUSTIN MARKET ANALOG SHUTOFF TEST AND A PLACE FOR VIEWERS TO EMAIL THEIR DTV QUESTIONS.

<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.	

Speaking Engagements

Comments:  
KTBC VP OF ENGINEERING, SHAWN O'SHEA WAS A GUEST ON SIX EMMIS AUSTIN RADIO STATION TALK

SHOWS TO DISCUSS THE DTV CONVERSION.

Community Events

Comments:

Other (describe)

Comments:

IN DECEMBER, KTBC SET UP A VIEWER TELEPHONE HOTLINE AND EMAIL ACCOUNT FOR DTV QUESTIONS. THE FOX 7 NEWS DEPARTMENT AND ENGINEERING DEPARTMENT STAFF HAS RESPONDED TO NUMEROUS INQUIRIES, PROVIDING THE AUSTIN AREA COMMUNITY WITH INFORMATION AND ANSWERS TO THEIR DTV QUESTIONS.

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

Comments:

IN ADDITION TO THE ELIGIBLE PSAS WE AIRED, WE ALSO PRODUCED AND AIRED AN EQUIVALENT OF 155 - 30 SECOND PUBLIC SERVICE ANNOUNCEMENTS FEATURING FOX 7 NEWS TALENT RUDY KOSKI REGARDING PREPARING FOR THE DTV TRANSITION. WE ALSO AIRED 46 - 60 SECOND PSAS PUBLICIZING THE UPCOMING AUSTIN AREA DTV ANSWERS DAY ON JANUARY 6, 2009. AS NOTED ABOVE, DUE TO A PRODUCTION ERROR, THE 5 SECOND DAILY COUNTDOWN SPOTS THAT WERE LOGGED ON 12/25 AND 12/26 DID NOT AIR. ON ADDITIONAL DAYS DURING THE QUARTER, WE AIRED THE COUNTDOWN SPOT MULTIPLE TIMES.

**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 PROGRAM DIRECTOR
Signature HOLLY MORRISON BREAUX	Date (mm/dd/yyyy) 01/09/2009

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).

**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.**

