

Federal Communications Commission

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Description: WTVT FORM 388 2Q 2009
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090708AFY	
Licensee NEW WORLD COMMUNICATIONS OF TAMPA, INC.					
Call Sign WTVT		Facility Id 68569		Previous Call Sign (if applicable)	
Community of License					
City	State	County		Zip Code	
TAMPA	FL	HILLSBOROUGH		33609 -	
Nielsen DMA TAMPA-ST. PETE (SARASOTA)		World Wide Web Home Page Address WWW.MYFOXTAMPABAY.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	13				
<input checked="" type="checkbox"/> Digital	12				
Report reflects information for quarter ending: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
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 Countdown piece per day during the 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	229
Total 5:00 a.m. to 1:00 a.m. CSTs	220
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	111
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Atlantic, 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	85
Total 6:00 p.m. to 11:35 p.m. CSTs	55
For stations located in the Alaskan, 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: PSA TOTALS INCLUDE THOSE AIRED DURING FOX NETWORK PROGRAMMING. ALSO, A MINIMUM OF 22 ADDITIONAL DTV TRANSITION RELATED PSA'S AIRED WITHIN SYNDICATED PROGRAMMING BROADCAST BETWEEN 5:00 A.M. AND 1:00 A.M. ON WTVT DURING 2Q '09. TOTALS DO NOT INCLUDE PSA'S AIRING OUTSIDE THE 5:00 A.M. - 1:00 A.M. TIME PERIOD.	

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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1
Comments: WTVT AIRED A COMPLIANT DTV-RELATED INFORMATIONAL PROGRAM ONCE BETWEEN THE HOURS OF 8:00 A.M. AND 11:35 P.M. DURING THE SECOND QUARTER OF 2009 (THE FIFTH TELECAST OF A DTV-RELATED PROGRAM AIRED BETWEEN THE HOURS OF 8:00 A.M. AND 11:35 P.M. DURING THE DTV TRANSITION). DURING THE FIRST QUARTER OF 2009, DTV-RELATED PROGRAMS AIRED AS FOLLOWS: SATURDAY, MAY 23, 2009 FROM 3:00 P.M. - 3:30 P.M.	

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	Graphic Displays
0	Animated Graphics
164	Graphic and Audio Displays
0	Longer Form Reminders
Comments: THE STATION AIRED A MINIMUM OF ONE 60-DAY "COUNTDOWN TO DTV" PIECE EACH DAY BEGINNING 60 DAYS PRIOR TO THE TERMINATION OF ANALOG SERVICE ON JUNE 12, 2009 (A TOTAL OF 164 PIECES AIRED OVER 61 DAYS).	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION CONTINUED TO AIR NUMEROUS STORIES WITHIN ITS LOCAL NEWSCASTS, AS WELL AS CONDUCTED "DTV SOFT TESTS" DURING WHICH THE STATION'S ANALOG SIGNAL WAS INTERRUPTED AND VIEWERS WERE INFORMED OF THEIR NEED TO PREPARE FOR THE TRANSITION AND WERE PROVIDED WITH CONTACT NUMBERS FOR ASSISTANCE. THE STATION CONDUCTED 12 DTV SOFT TESTS AT THE CONCLUSION OF ITS LOCAL WEEKEND MORNING NEWS BLOCK ON SATURDAY AND SUNDAY MORNINGS DURING THE SIX WEEKS PRIOR TO THE TRANSITION, AT APPROXIMATELY 8:57AM (GENERALLY 1-2 MINUTES IN DURATION). THE STATION ALSO AIRED 3 LONGER FORM DTV TESTS IN COORDINATION WITH NATIONAL DTV TEST DAY ON MAY 21, 2009, AND AIRED MORE THAN THIRTY 10 AND 20 SECOND TESTS BETWEEN 6-10PM FROM MAY 21 - JUNE 11, 2009, LEADING UP TO THE TRANSITION. THE STATION ALSO PROVIDED NEWSCAST INFORMATION REGARDING ANTENNA AND RECEPTION ISSUES, RESCANNING, CONVERTER BOX TRICKS AND TIPS AND THE AVAILABILITY OF BATTERY POWERED DTV SETS FOR USE DURING STORM SEASON AND OTHER POWER OUTAGES. THE	

STATION ALSO PROVIDED INFORMATION REGARDING FREE ASSISTANCE FOR CONVERTER BOX INSTALLATION, WHAT VIEWERS COULD EXPECT DURING THE TRANSITION, CABLE AND SATELLITE OPTIONS FOR DTV PREPAREDNESS AND WHAT TO BE WARY OF REGARDING PREDATORY DTV SCAMS. THE STATION ALSO PROVIDED INFORMATION REGARDING DTV CONVERTER DEMONSTRATION AND PREPAREDNESS MEETINGS HELD AT LOCAL LIBRARIES. LEADING UP TO JUNE 12, 2009, THE STATION PROMOTED ITS SCHEDULED ANALOG SHUT OFF TIME (APPROXIMATELY 1PM ON JUNE 12) AND DEDICATED THE YOUR TURN SEGMENT OF THE FINAL ½ HOUR OF ITS NOON NEWSCAST ON JUNE 12TH TO THE PENDING SHUT OFF, WHICH IMMEDIATELY FOLLOWED AT 1PM.

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:

THE STATION'S HOMEPAGE HAS A "DTV TRANSITION" LINK TO ITS WWW.MYFOXDTV.COM PAGE, WHICH PROVIDED A COUNTDOWN CLOCK TO THE DIGITAL DEADLINE AND ANSWERS FREQUENTLY ASKED QUESTIONS REGARDING THE DTV TRANSITION, INCLUDING LINKS TO THE GOVERNMENT'S TV CONVERTER BOX COUPON PROGRAM WEBSITE, TIPS ON HOW TO INSTALL A DIGITAL CONVERTER BOX, ADJUSTING THE ANTENNA AND RESCANNING AS WELL AS VIDEOS FEATURING THE STATION'S V.P. OF ENGINEERING DEALING WITH TRANSITION RELATED ISSUES.

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:

Other (describe)

Comments:

AS PART OF THE JUNE 12TH ANALOG SHUTOFF, WTVT STAFFED A DTV HOTLINE TO ASSIST VIEWERS DURING THE TRANSITION IN THE DAYS FOLLOWING THE ANALOG SHUTOFF. THE STATION'S ENGINEERING STAFF AND OTHER STAFF MEMBERS KNOWLEDGEABLE IN THE DTV TRANSITION PROVIDED THIS ASSISTANCE.

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

Comments:

IN THE FINAL DAYS LEADING UP TO THE DTV TRANSITION, FOX'S DIVERSITY DEVELOPMENT GROUP CULMINATED OUR EXTENSIVE DTV EDUCATION CAMPAIGN BY REACHING OUT TO OVER 165 ADVOCACY ORGANIZATIONS AND 300 HISTORICALLY BLACK COLLEGES AND UNIVERSITIES, HISPANIC SERVING INSTITUTIONS, AND TRIBAL COLLEGES WITH A COUNTDOWN OF PERTINENT INFORMATION AND SIMPLE INSTRUCTIONS FOR LAST-MINUTE TRANSITION PREPARATION.

FOR NEARLY TWO YEARS, DIVERSITY DEVELOPMENT HAS BEEN COMMITTED TO EDUCATING SOCIALLY- AND ECONOMICALLY-DISADVANTAGED COMMUNITIES ABOUT THE DTV TRANSITION. OUR PERSISTENT OUTREACH TO LOCAL AND NATIONAL COMMUNITY PARTNERS RESULTED IN THE

DISTRIBUTION OF DTV MATERIALS AND INFORMATION TO SEVERAL MILLION CONSUMERS WHO MAY NOT HAVE OTHERWISE RECEIVED THIS INFORMATION THROUGH THE TRADITIONAL MEANS OF DISSEMINATION.

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 COORDINATOR
Signature RENEE SWEARINGEN	Date (mm/dd/yyyy) 07/08/2009

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).

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.