

Federal Communications Commission

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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. -20090701ABK	
Licensee NW COMMUNICATIONS OF TEXAS, INC.			
Call Sign KDFW	Facility Id 33770	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
DALLAS	TX	DALLAS	75202 -
Nielsen DMA DALLAS-FT. WORTH	World Wide Web Home Page Address WWW.MYFOXDFW.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	4		
<input checked="" type="checkbox"/> Digital	35		
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 checked="" type="radio"/> Yes <input 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	785
Total 5:00 a.m. to 1:00 a.m. CSTs	254
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	57
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	
Total 6:00 p.m. to 11:35 p.m. CSTs	
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	228
Total 5:00 p.m. to 10:35 p.m. CSTs	54
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., 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:	

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
61	Graphic and Audio Displays

0	Longer Form Reminders
Comments:	

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
<p>Comments:</p> <p>SUMMARY</p> <p>ON APRIL 14 AT 9:45PM, WE AIRED A STORY REMINDING VIEWERS OF THE JUNE 12TH SWITCH TO DIGITAL TELEVISION. THE STORY ADVISED VIEWERS WITH OLDER TVS TO OBTAIN CONVERTER BOXES, BUY TVS WITH DIGITAL TUNERS, OR SUBSCRIBE TO PAY SERVICES LIKE CABLE OR SATELLITE. THE STORY MENTIONED MORE COMPLEX CONCERNS, LIKE HOOKING UP VCRS AND DVD PLAYERS TO CONVERTER BOXES, AND IT WARNED VIEWERS IN OUTLYING AREAS OF THE POSSIBILITY OF POOR RECEPTION. THE STORY RAN 2 MINUTES 45 SECONDS. IT AIRED AGAIN ON APRIL 15 AT 12:15PM AND ON APRIL 19 AT 8:38AM.</p> <p>ON APRIL 19 AT 8:41AM, WE AIRED A PRE-RECORDED QUESTION-AND-ANSWER SEGMENT IN WHICH OUR CONSUMER REPORTER ADDRESSED SOME OF THE MOST COMMON QUESTIONS ABOUT THE DTV TRANSITION. THE SEGMENT EXPLAINED HOW TO OBTAIN AND USE CONVERTER BOX COUPONS AND INCLUDED A DEMONSTRATION OF HOW TO CONNECT A CONVERTER BOX. IT ALSO ADVISED PEOPLE TO CHECK ON ELDERLY RELATIVES AND NEIGHBORS. THE SEGMENT RAN 2 MINUTES 30 SECONDS.</p> <p>ON MAY 21 AT 5:46AM, WE AIRED A 26 SECOND REMINDER ABOUT A DTV READINESS TEST COMING UP AT 7:25AM. THE STORY TOLD VIEWERS WHAT THEY WOULD SEE IF THEY WERE NOT DTV READY. IT ALSO ADVISED PEOPLE TO VISIT OUR WEBSITE FOR MORE INFORMATION ABOUT CONVERTER BOX COUPONS. THE STORY AIRED AGAIN AT 6:42AM AND 7:06AM.</p> <p>ON MAY 21 AT 5:18PM, WE AIRED A 20 SECOND REMINDER ABOUT A DTV READINESS TEST COMING UP AT 6:25PM. THE STORY TOLD VIEWERS WHAT THEY WOULD SEE IF THEY WERE NOT DTV READY. IT AIRED AGAIN AT 5:57PM.</p> <p>ON MAY 21 AT 6:12PM, WE AIRED A 36 SECOND STORY ABOUT DTV MOBILE ASSISTANCE CENTERS IN OUR VIEWING AREA. WE REPORTED THE TYPE OF ASSISTANCE MOBILE CENTERS PROVIDE AND THE</p>	

LOCATION OF ONE CENTER THAT WOULD BE OPERATING THE NEXT DAY. WE ALSO REMINDED VIEWERS OF THE DTV READINESS TEST COMING UP AT 6:25PM.

ON MAY 21 AT 6:24PM, WE AIRED A 10 SECOND ADVISORY TO MARK THE START OF THE DTV READINESS TEST. WE REPORTED WHAT VIEWERS WERE ABOUT TO SEE IF THEY WERE NOT DTV READY.

ON MAY 31 AT 12:00PM, WE AIRED A HALF HOUR SPECIAL NEWS REPORT ON THE DTV TRANSITION. THE REPORT INCLUDED THE FOLLOWING:

- A 3 MINUTE 2 SECOND STORY EXPOSING BAD DTV ADVICE FROM SALES CLERKS AT SOME ELECTRONICS STORES. OUR REPORTER AND PRODUCER VISITED FIVE MAJOR RETAILERS WITH A HIDDEN CAMERA AND ASKED CLERKS AT EACH STORE BASIC QUESTIONS ABOUT THE DTV SWITCH. IN ONE CASE, THEY WERE WRONGLY ADVISED TO BUY A CONVERTER BOX EVEN IF THEY ALREADY HAD A CABLE SUBSCRIPTION. IN ANOTHER CASE, THEY WERE TOLD THE WRONG DOLLAR VALUE OF A CONVERTER BOX COUPON. THE REPORT CORRECTED EACH WRONG ANSWER WITH ACCURATE INFORMATION FROM A DTV REPRESENTATIVE WITH THE NATIONAL ASSOCIATION OF BROADCASTERS. OUR STORY ADVISED VIEWERS TO GET CONVERTER BOXES FOR OLDER, ANALOG TVS THAT USE OVER-THE-AIR ANTENNAS, OR TO PURCHASE A NEW DIGITAL TV OR SIGN UP FOR PAY SERVICE, LIKE CABLE OR SATELLITE. WE ALSO REPORTED THE CORRECT DOLLAR VALUE OF A CONVERTER BOX COUPON AND THE LIMIT OF TWO COUPONS PER HOUSEHOLD.

- A 2 MINUTE 8 SECOND STEP-BY-STEP GUIDE FOR SETTING UP A CONVERTER BOX, SCANNING FOR CHANNELS, AND ADJUSTING THE ANTENNA FOR THE BEST SIGNAL STRENGTH.

- A 2 MINUTE 31 SECOND STORY ANALYZING ONE VIEWER'S PROBLEM WITH TWIN LEAD WIRING. WE ADVISED HIM TO CONNECT THE PROPER TRANSFORMER TO HIS ANTENNA TO COMPENSATE FOR THE POOR QUALITY OF WIRING CONNECTED TO HIS CONVERTER BOX.

- A 1 MINUTE 55 SECOND STORY EXPLAINING WHY SOME PEOPLE WILL NOT GET STRONG DIGITAL RECEPTION EVEN IF THEIR CONVERTER EQUIPMENT IS HOOKED UP PROPERLY. IN THIS CASE, THE VIEWER WE ASSISTED LIVED IN AN APARTMENT COMPLEX WHERE OUTSIDE INTERFERENCE WAS SO STRONG EVEN AN AMPLIFIED ANTENNA COULD NOT PROVIDE A CLEAR SIGNAL.

- A 2 MINUTE 43 SECOND STORY EXPLAINING HOW TO SPLIT THE CABLING ON A CONVERTER TO WATCH A PROGRAM ON ONE CHANNEL WHILE RECORDING A DIFFERENT PROGRAM ON ANOTHER CHANNEL.

- A 2 MINUTE 39 SECOND STORY LOOKING AT ONE WOMAN'S TROUBLE FINDING THE RIGHT CONVERTER BOX TO WORK WITH HER VCR. SHE ENDED UP PURCHASING A NEW VCR WITH A DIGITAL TUNER INSTEAD. WE HELPED HER RECONFIGURE THE COAXIAL CABLING AROUND HER HOUSE TO IMPROVE THE SIGNAL STRENGTH REACHING HER EQUIPMENT.

THE SPECIAL REPORT ALSO INCLUDED ON-AIR GRAPHICS WITH QUESTIONS AND ANSWERS ABOUT OTHER, MORE COMMON DTV QUESTIONS, ALONG WITH INFORMATION FOR OBTAINING HELP FROM THE FCC. ALL OF THE STORIES IN THIS REPORT WERE ALSO POSTED TO OUR WEBSITE, MYFOXDFW.COM.

ON JUNE 1 AT 6:41AM, WE AIRED A 20 SECOND STORY ADVISING VIEWERS TO REPLACE BATTERY-POWERED ANALOG TVS WITH WEATHER RADIOS FOR THE PURPOSE OF RECEIVING SEVERE STORM INFORMATION AFTER THE DTV SWITCH.

ON JUNE 2 AT 12:22PM, WE AIRED A 15 SECOND REMINDER OF THE UPCOMING DTV TRANSITION. IT INCLUDED A REFERRAL TO OUR WEBSITE FOR MORE DTV INFORMATION. THE SAME STORY AIRED AGAIN AT THE FOLLOWING TIMES:

JUNE 2 AT 5:21PM, 5:56PM, 9:44PM AND 10:20PM

JUNE 3 AT 5:50AM, 6:53AM, 7:23AM, 8:47AM, 12:21PM, 5:20PM, 6:18PM, 9:44PM AND 10:19PM

JUNE 4 AT 5:20AM, 6:43AM, 7:25AM, 8:17AM, 12:21PM, 5:20PM, 5:43PM, 6:12PM, 9:44PM AND 10:20PM

JUNE 5 AT 5:19AM, 6:50AM, 7:14AM, 8:17AM, 12:26PM, 5:21PM, 6:08PM, 9:34PM AND 10:19PM

JUNE 6 AT 7:35AM AND 9:45PM

JUNE 8 AT 5:51AM, 6:46AM, 7:24AM, 8:34AM AND 12:19PM

ON JUNE 3 AT 7:50AM, WE AIRED A LIVE SEGMENT IN WHICH A REPRESENTATIVE WITH THE CONSUMER ELECTRONICS ASSOCIATION EXPLAINED HOW TO CONNECT A CONVERTER BOX, HOW TO ADJUST AN ANTENNA FOR THE BEST RECEPTION, AND HOW TO OBTAIN CONVERTER BOX COUPONS. THE SEGMENT RAN 3 MINUTES 30 SECONDS AND INCLUDED THE FCC PHONE NUMBER FOR REQUESTING CONVERTER COUPONS.

ON JUNE 5 AT 9:33PM, WE AIRED A 20 SECOND STORY LISTING THE LOCATION OF TWO MOBILE DTV CLINICS AVAILABLE DURING THE COMING WEEK. THE STORY AIRED AGAIN ON JUNE 6 AT 7:34AM.

ON JUNE 7 AT 9:45PM, WE AIRED A STORY ON THE DEMAND FOR DIGITAL TUNER TELEVISIONS. THE STORY INCLUDED INFORMATION ABOUT THE FCC CONVERTER BOX COUPON PROGRAM. IT RAN 1 MINUTE 58 SECONDS. IT AIRED AGAIN ON JUNE 8 AT 5:18AM AND 8:33AM.

ON JUNE 8 AT 5:16PM, WE AIRED A 40 SECOND STORY EXPLAINING HOW TO GET FREE DTV ASSISTANCE AT HOME. THE SAME STORY AIRED AGAIN AT 6:12PM AND 10:19PM, AND ON JUNE 9 AT 5:25AM, 6:45AM AND 7:25AM.

ON JUNE 8 AT 5:17PM, WE AIRED A 20 SECOND REMINDER OF THE DTV TRANSITION. IT INCLUDED THE FCC HOTLINE AND THE DTV RESOURCES AVAILABLE ON OUR WEBSITE. THE SAME STORY AIRED AGAIN AT THE FOLLOWING TIMES:

JUNE 8 AT 5:57PM, 6:13PM AND 10:20PM

JUNE 9 AT 5:26AM, 6:46AM, 7:26AM, 5:48PM, 6:05PM, 9:38PM AND 10:24PM

JUNE 10 AT 5:11AM, 6:49AM, 7:23AM, 8:25AM, 9:39PM AND 10:29PM

ON JUNE 8 AT 5:45PM AND 9:35PM, WE AIRED A 1 MINUTE 35 SECOND STORY ABOUT THE TYPE OF AT-HOME SERVICES PROVIDED FOR FREE BY DTV CONTRACTORS. THE REPORT WAS FOLLOWED BY A 30 SECOND STORY LISTING THE FCC PHONE NUMBERS FOR AT-HOME ASSISTANCE AND INFORMATION ABOUT THE NEXT DAY'S DTV WEB CHAT ON OUR WEBSITE.

ON JUNE 9 AT 8:23AM, WE PROVIDED MORE DETAILED INFORMATION ABOUT THE FCC'S FREE AT-HOME ASSISTANCE PROGRAM AND WHY THE VISITING TECHNICIANS WOULD NOT BE ABLE TO ACCEPT CONVERTER BOX COUPONS. THE REPORT INCLUDED FCC PHONE NUMBERS FOR REQUESTING AT-HOME ASSISTANCE. THE LIVE SEGMENT RAN 3 MINUTES 30 SECONDS.

ON JUNE 9 AT 12:07PM, WE PREVIEWED THE UPCOMING DTV WEB CHAT FOR THE DAY AND REVIEWED THE PURPOSE BEHIND THE DTV TRANSITION. THE LIVE REPORT RAN 1 MINUTE 25 SECONDS. A 15 SECOND REMINDER OF OUR WEB CHAT RAN EARLIER IN THE DAY AT 6:25AM AND AGAIN AT 12:25PM.

ON JUNE 9 AT 12:30PM, OUR CONSUMER REPORTER HOSTED A LIVE WEB CHAT AT MYFOXDFW.COM TO ANSWER QUESTIONS ABOUT THE DTV TRANSITION. THE CHAT LASTED 44 MINUTES. SIMILAR WEB SESSIONS TOOK PLACE ON MYFOXDFW.COM ON THE FOLLOWING DATES:

- JUNE 10 AT 12:30PM FOR 50 MINUTES

- JUNE 11 AT 12:30PM FOR 40 MINUTES

- JUNE 12 AT 12:35PM FOR 6 HOURS

ON JUNE 9 AT 5:09PM, WE AIRED A 1 MINUTE 50 SECOND STORY ABOUT THE DTV WALK-UP CENTERS IN OUR AREA AND WHAT PEOPLE SHOULD EXPECT WHEN THEY VISIT THESE FACILITIES. THE SAME STORY AIRED AGAIN AT 6:03PM AND 9:36PM, AND ON JUNE 10 AT 8:24AM AND 12:19PM.

ON JUNE 9 AT 5:45PM, WE AIRED A 2 MINUTE 5 SECOND STORY RECAPPING OUR ONLINE WEB CHAT FOR THAT DAY AND REVIEWING THE MOST FREQUENTLY ASKED DTV QUESTIONS.

ON JUNE 9 AT 10:22PM, WE AIRED A 48 SECOND STORY EXPLAINING HOW TO CONNECT A CONVERTER BOX TO A TV. THE REPORT INCLUDED THE FCC PHONE NUMBER FOR DTV ASSISTANCE. IT AIRED AGAIN ON JUNE 10 AT 5:44PM AND 9:45PM, AND ON JUNE 12 AT 6:35AM AND 7:40AM.

ON JUNE 10 AT 5:10AM, WE AIRED A 30 SECOND STORY LISTING TWO LOCATIONS WHERE DTV MOBILE CLINICS WOULD BE AVAILABLE TO PROVIDE ASSISTANCE WITH THE DIGITAL TRANSITION. THE STORY AIRED AGAIN AT 7:24AM, 8:26AM AND 12:21PM.

ON JUNE 10 AT 12:22PM, WE AIRED A 15 SECOND REMINDER OF THE UPCOMING WEB CHAT AT MYFOXDFW.COM TO ANSWER DTV QUESTIONS. THE REMINDER AIRED AGAIN AT 12:29PM.

ON JUNE 10 AT 5:14PM, WE AIRED A 2 MINUTE 30 SECOND REPORT ABOUT LOCAL WALK-IN DTV ASSISTANCE CENTERS AND THE TOP QUESTIONS BEING ASKED BY VISITORS. A 1 MINUTE 40 SECOND VERSION OF THE STORY AIRED AT 6:07PM AND 9:37PM.

ON JUNE 11 AT 5:48AM, WE AIRED A 40 SECOND REMINDER OF THE DTV TRANSITION AND THE UPCOMING WEB CHAT TO ANSWER QUESTIONS ABOUT THE DIGITAL TRANSITION. WE ALSO ANNOUNCED THE LOCATION OF A MOBILE ASSISTANCE CENTER FOR THAT DAY IN THE NORTH TEXAS AREA. THE STORY INCLUDED THE FCC HOTLINE. IT AIRED AGAIN AT 7:25AM AND 8:26AM.

ON JUNE 11 AT 5:27PM, WE AIRED A 30 SECOND REMINDER OF THE DTV SWITCH THAT INCLUDED THE FCC HOTLINE AND A REFERRAL TO OUR WEBSITE FOR MORE INFORMATION. IT AIRED AGAIN AT 5:57PM, 6:21PM, 9:47PM AND 10:18PM.

ON JUNE 12 AT 5:08AM, WE AIRED A 1 MINUTE 30 SECOND LIVE REPORT REMINDING VIEWERS THAT KDFW AND TV STATIONS ACROSS THE NATION WOULD MAKE THE SWITCH TO ALL-DIGITAL BROADCASTING TODAY. THE REPORT INCLUDED ON-AIR LISTINGS FOR HOME ASSISTANCE PROVIDERS AS WELL AS THE FCC DIGITAL TRANSITION HOTLINE. SIMILAR LIVE REPORTS OF THE SAME LENGTH AIRED AT 5:41AM, 7:10AM AND 8:06AM. A PRE-RECORDED REPORT WITH THE SAME INFORMATION AIRED AT 6:05AM.

ON JUNE 12 AT 12:00PM, KDFW MADE THE TRANSITION TO ALL-DIGITAL BROADCASTING. AT 12:01PM, WE AIRED A 2 MINUTE 20 SECOND LIVE SEGMENT FROM THE KDFW DTV HELP CENTER EXPLAINING THE DIGITAL TRANSITION AND KDFW'S ROLE AS A "NIGHTLIGHT" STATION. IN THIS SEGMENT, WE SHOWED PART OF THE FCC-PRODUCED VIDEO THAT WOULD RUN CONTINUOUSLY ON THE KDFW ANALOG SIGNAL FOR THE NEXT 30 DAYS. WE ALSO EXPLAINED THE BENEFITS OF DIGITAL BROADCASTING TO VIEWERS AND EMERGENCY RESPONDERS. THE SEGMENT ENDED WITH PHONE NUMBERS FOR THE KDFW DTV HELP LINE AND THE FCC. SIMILAR SEGMENTS AIRED AT THE FOLLOWING TIMES:

- 1 MINUTE 30 SECONDS AT 12:20PM
- 2 MINUTES 15 SECONDS AT 5:05PM
- 1 MINUTE 45 SECONDS AT 5:20PM
- 2 MINUTES 5 SECONDS AT 5:35PM
- 2 MINUTES 45 SECONDS AT 6:07PM

ON JUNE 12 AT 12:11PM, WE AIRED A REMINDER FOR PEOPLE TO CALL THE KDFW DTV HELP CENTER FOR ASSISTANCE. THE REPORT INCLUDED OUR TOLL-FREE PHONE NUMBER. IT ALSO AIRED AT 12:28PM, 5:11PM, 5:26PM, 5:39PM, AND 10:21PM.

ON JUNE 12 AT 5:08PM, WE AIRED A STORY ON THE INCREASED DEMAND FOR SERVICES AT WALK-IN DTV HELP CENTERS ON THE DAY OF THE DIGITAL SWITCH. THE REPORT URGED PEOPLE TO RESCAN CHANNELS ON THEIR CONVERTER BOXES AND TO CONSIDER A ROOFTOP OR AMPLIFIED ANTENNA FOR BETTER RECEPTION. THE STORY ENDED WITH THE PHONE NUMBER FOR THE KDFW DTV ASSISTANCE CENTER AND THE FCC HOTLINE. IT RAN 2 MINUTES 13 SECONDS. A 2 MINUTE 5 SECOND VERSION AIRED AT 9:29PM AND AGAIN ON JUNE 13 AT 7:06AM.

ON JUNE 12 AT 9:08PM, WE AIRED A LIVE SEGMENT FROM THE KDFW DTV HELP CENTER WITH ANSWERS TO SOME OF THE MOST COMMON CONVERTER BOX QUESTIONS, INCLUDING RESCANNING PROCEDURES AND TIPS FOR BETTER RECEPTION. THE SEGMENT RAN 2 MINUTES 25 SECONDS. IT ENDED WITH PHONE NUMBERS FOR THE KDFW DTV HELP CENTER AND THE FCC. A SIMILAR 2 MINUTE LIVE SEGMENT AIRED AT 10:08PM.

ON JUNE 13 AT 7:35AM, WE AIRED A 37 SECOND REMINDER FOR VIEWERS TO CONTACT THE KDFW DTV ASSISTANCE CENTER FOR HELP WITH THE DIGITAL TRANSITION. THE REPORT INCLUDED OUR TOLL-FREE NUMBER AND THE FCC PHONE NUMBER FOR DTV ASSISTANCE. THE REPORT AIRED AGAIN AT 8:05AM 8:38AM.

ON JUNE 13 AT 6:46PM, WE AIRED A 1 MINUTE REPORT ON THE KDFW DTV ASSISTANCE CENTER. WE INTERVIEWED KDFW ENGINEERS ABOUT THE TYPES OF QUESTIONS THEY RECEIVED, INCLUDING CONVERTER BOX HOOKUPS AND CHANNEL SCANNING. THE STORY INCLUDED THE FCC HELP LINE AND URGED PEOPLE TO VISIT OUR WEBSITE FOR MORE DTV INFORMATION. A 1 MINUTE 55 SECOND VERSION AIRED AT 9:14PM.

ON JUNE 15 AT 7:35AM, WE AIRED A 35 SECOND STORY ON DROP-OFF LOCATIONS FOR TV RECYCLING IN DALLAS, FOLLOWED BY PHONE AND WEBSITE INFORMATION FOR HELP WITH THE DTV TRANSITION. THE STORY AIRED AGAIN AT 8:38AM AND AT 12:20PM.

ON JUNE 15 AT 5:14PM, WE AIRED A 2 MINUTE 50 SECOND STORY ABOUT THE CALL VOLUME TO THE FCC DTV HELP LINE AND TO THE KDFW DTV ASSISTANCE CENTER. THE MOST COMMON PROBLEMS WERE CHANNEL RESCANNING AND POOR SIGNAL STRENGTH. THE STORY INCLUDED OUR WEBSITE INFORMATION AND THE FCC HOTLINE. THE FULL VERSION AIRED AGAIN AT 9:38PM. A 1 MINUTE 50 SECOND VERSION AIRED AT 5:47PM AND 6:04PM. A 48 SECOND VERSION AIRED AT 10:10PM AND AGAIN ON JUNE 16 AT 7:24AM.

ON JUNE 16 AT 5:09PM, WE REPORTED ON THE NEED FOR PEOPLE TO DISPOSE OF OLD ANALOG TVS PROPERLY. THE STORY RAN 2 MINUTES. IT INCLUDED RECYCLING RESOURCES FOR VIEWERS AND THE HAZARDOUS CONSEQUENCES OF DUMPING OLD TVS IN LANDFILLS. IT POINTED PEOPLE TO OUR WEBSITE FOR MORE INFORMATION ABOUT THE DTV TRANSITION AND TV RECYCLING PROGRAMS. THE FULL VERSION AIRED AGAIN AT 9:45PM AND ON JUNE 20 AT 8:45AM. A 45 SECOND VERSION WITH THE WEBSITE INFORMATION AIRED ON JUNE 16 AT 6:14PM. A 20 SECOND VERSION WITHOUT THE WEBSITE INFORMATION AIRED ON JUNE 16 AT 10:13PM. A 40 SECOND VERSION WITHOUT THE WEBSITE INFORMATION AIRED ON JUNE 16 AT 5:50PM AND ON JUNE 17 AT 6:48AM, 7:50AM AND 8:45AM.

ON JUNE 16 AT 5:55PM, WE AIRED A 1 MINUTE 49 SECOND STORY ABOUT THE MOST COMMON QUESTIONS WE RECEIVED THROUGH OUR KDFW DTV ASSISTANCE CENTER OVER THE WEEKEND OF JUNE 12 -14. THE STORY INCLUDED STEP-BY-STEP INSTRUCTIONS FOR RESCANNING CHANNELS WITH TWO OF THE MOST COMMON CONVERTER BOXES. IT ALSO URGED VIEWERS TO VISIT OUR WEBSITE FOR MORE ANSWERS TO COMMON DTV QUESTIONS AND REPEATED THE FCC'S DTV HELP LINE WITH AN ON-AIR GRAPHIC. A 1 MINUTE 31 SECOND VERSION OF THE STORY AIRED ON JUNE 16 AT 10:14PM AND ON JUNE 17 AT 7:52AM.

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:

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:
FOR MAYFEST 2009, THE STATION HAD MORE THAN 500 HAND FANS PRINTED WITH THE DTV WEBSITE IN BOTH ENGLISH AND SPANISH, ALONG WITH NAB GENERATED BROCHURES. IN ADDITION, A DTV CONVERTER BOX CHALLENGE WAS PLANNED WHERE PEOPLE COULD LEARN HOW TO HOOK UP THE CONVERTER BOX TO A TV SET AND RE-SCAN FOR CHANNELS. UNFORTUNATELY, THE FESTIVAL WAS CANCELLED DUE TO THE OUTBREAK OF SWINE FLU IN THE AREA.

Other (describe)
Comments:
FROM JUNE 12, 2009 THROUGH JULY 12, 2009 KDFW WILL OPERATE AS A "NIGHTLIGHT" STATION FOR THE DALLAS-FORT WORTH MARKET.

KDFW PARTICIPATED IN A MARKET WIDE ANALOG SHUTDOWN ALONG WITH OTHER DALLAS-FORT WORTH STATIONS ON THURSDAY, MAY 21, 2009. THIS HEAVILY PROMOTED EVENT OCCURRED AT 7:25AM, 12:25PM, AND 6:25PM, EACH LASTING FOR 5 MINUTES. AT THESE TIMES, KDFW ANALOG 4 BROADCAST A MESSAGE INFORMING VIEWERS THAT THE SETS THEY WERE CURRENTLY WATCHING WEREN'T READY FOR THE DTV TRANSITION AND PROVIDED THEM WITH PERTINENT INFORMATION ON HOW TO GET READY FOR THE SWITCH.

KDFW FOX 4 BEGAN OPERATION OF OUR DTV HELP LINE PHONE BANK ON JUNE 12TH, STARTING AT 12 NOON. THE PHONE BANK WAS OPERATIONAL, NON STOP TILL 10PM SUNDAY, JUNE 14TH. BEGINNING MONDAY, JUNE 15TH, THE HOURS OF OPERATION WERE 9AM TO 5PM, MONDAY-FRIDAY.

DURING THE FIRST 58 HOURS OF CONTINUOUS OPERATION, 33 KDFW EMPLOYEES ASSISTED IN ANSWERING 1,317 VIEWER CALLS. DURING THE PEAK CALLING PERIOD FRIDAY EVENING WE HAD 10 PHONES IN OPERATION. SATURDAY AND SUNDAY WE AVERAGED 5-7 PHONES IN OPERATION AT ALL TIMES. HERE IS A BREAK DOWN OF THE CALLS ANSWERED.

RE-SCAN 648 49.20%
 ANTENNA/RE-SCAN 202 15.34%
 IN HOME 175 13.29%
 DISH/DIRECTV 25 1.90%
 OTHER 183 13.90%
 VHS/DVD 18 1.37%
 COUPONS 66 5.01%
 1317 100.00%

OUR OBSERVATION WAS THE CALLERS TENDED TO BE ELDERLY FEMALE.

THE "OTHER" CATEGORY CONSISTS OF:

WHERE ARE THE TRANSMITTERS
 HOW TO WIRE A CONVERTER BOX
 ASPECT RATIO IS WRONG (COULD HAVE BEEN A SEPARATE CATEGORY)
 AUDIO ISSUES
 NOT POINTING REMOTE AT CONVERTER BOX
 WHERE DO I PURCHASE A CONVERTER BOX
 GENERAL CONFUSION ON OPERATING THE REMOTE
 CANNOT GET CHANNEL 3 ON TV REMOTE
 TURN ON THE CONVERTER BOX
 GO TO WALK-IN CENTER
 WRONG LANGUAGE ON CONVERT BOX
 UPSET ABOUT NIGHTLIGHT
 HOW DOES THE CONVERTER BOX WORK
 CONTACT YOUR APARTMENT COMPLEX FOR INFO ON ANTENNA SYSTEM
 YOU DO NOT NEED A CONVERTER BOX FOR YOU HDTV SET
 CLOSED CAPTIONING - HOW DO ACTIVATE ON CONVERTER BOX
 AS OF JUNE 25TH, WE HAVE ANSWERED 2,017 VIEWER CALLS. THE GENERAL NATURE OF THE CALLS REMAINS THE SAME, HOWEVER, IN THE LAST WEEK THERE HAVE BEEN MORE ISSUES WITH USING THE PROPER INDOOR ANTENNA AND THE CONTINUED NEED FOR IN HOME ASSISTANCE BY THE ELDERLY.

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.

Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on http://www.dtv.gov , predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.	
A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air 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. Did your station run these notices, in addition to any other consumer education efforts required by these rules?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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 VP/GM
Signature KATHY SAUNDERS	Date (mm/dd/yyyy) 07/01/2009

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.

