

Federal Communications Commission

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Account number: 801845

Description: WHBQ-TV FORM 388 2Q 2009
Application Reference Number: 20090708AFG
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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -20090708AFG	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign WHBQ-TV	Facility Id 12521	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
MEMPHIS	TN	SHELBY	38111 -
Nielsen DMA MEMPHIS	World Wide Web Home Page Address WWW.MYFOXMEMPHIS.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	13		
<input checked="" type="checkbox"/> Digital	53		
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: PLEASE NOTE THAT ON JUNE 12, 2009, WHBQ'S DIGITAL CHANNEL SWITCHED TO CHANNEL 13.			
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?		<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	367
Total 5:00 a.m. to 1:00 a.m. CSTs	343
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	26
Total 6:00 a.m. to 9:00 a.m. CSTs	210
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	140
Total 5:00 p.m. to 10:35 p.m. CSTs	80
Comments: AS A PHASED TRANSITION STATION, WHBQ CONTINUED TO BROADCAST THE REQUIRED TRANSITION RELATED PSA AND CRAWLED MESSAGES PAST JUNE 12. THE MESSAGES WERE UPDATED TO REFLECT THAT THE TRANSITION DATE HAD PASSED AND THAT WHBQ WAS WORKING TO UPGRADE TO ITS PRIMARY DIGITAL FACILITY WHILE IT BROADCASTED ON ITS AUXILIARY FACILITIES. THESE MESSAGES CONTINUED AS REQUIRED UNTIL THE WORK TO UPGRADE WAS COMPLETE AND THE PROPER NOTIFICATION TO THE COMMISSION HAD BEEN DELIVERED.	

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: WHBQ'S DTV EDUCATION 30 MINUTE SPECIAL AIRED AT 5:30PM SUN. JUNE 7, 2009.	

Countdown Eligible Pieces - Last Quarter

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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
120	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>NEWS PACKAGES WERE PRODUCED AND BROADCAST WITH SPECIFIC DETAILS RELATING TO THE STATUS OF THE COUPON PROGRAM, CONVERTER BOXES, HAVING THE CORRECT ANTENNA, ANTENNA ADJUSTMENTS, RESCANNING, AND THE IMPACT ON THE TRANSITION ANTICIPATED FOR VIEWERS IN OUTLYING AREAS. PACKAGE REPORTS ALSO INCLUDED AN EMPHASIS ON ADDRESSING THE NEEDS OF THE ELDERLY AND ECONOMICALLY CHALLENGED. NUMEROUS LIVE AND RECORDED INTERVIEWS WERE CONDUCTED WITH ELECTRONIC EXPERTS AND OUR LOCAL ENGINEERING STAFF TO EXPLAIN HOW TO CORRECTLY INSTALL, TROUBLE SHOOT, AND VARIOUS OPTIONS. IN ADDITION TO THE MANDATORY WALK-IN CENTERS, WHBQ AGGRESSIVELY INFORMED LOCAL VIEWERS OF VARIOUS CLINICS THAT WERE HELD AT AREA BRANCH LIBRARIES.</p> <p>WHBQ ALSO CONDUCTED NUMEROUS LIVE PHONE BANKS DURING A WIDE ARRAY OF DAY-PARTS FROM 5AM TO 10PM DURING THE QUARTER. THE PHONE BANKS WERE ORGANIZED TO ANSWER QUESTIONS FROM VIEWERS WHO NEEDED HELP UNDERSTANDING THE TRANSITION. THE STATION TOOK HUNDREDS OF CALLS IN ADVANCE OF THE TRANSITION DATE DURING THE LOCAL PHONE BANK EVENTS. IN ADDITION, A CRAWL THAT WAS TARGETED TO BE SEEN ONLY BY THE ANALOG OVER THE AIR AUDIENCE WAS VERY EFFECTIVE IN GETTING THE MESSAGE OUT. THIS ISOLATION CRAWL</p>	

GENERATED NUMEROUS PHONE CALLS WITH ITS TARGETED MESSAGE.

AFTER THE TRANSITION DATE, WHBQ CONDUCTED LIVE PHONE BANKS ALL DAY ON SATURDAY AND SUNDAY TO ANSWER VIEWER QUESTIONS.

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:
 WHBQ'S DTV INTERNET HELP PAGE
 HTTP://WWW.MYFOXMEMPHIS.COM/SUBINDEX/ABOUT_US/DTV_CHANGE WAS PACKED WITH USEFUL INFORMATION INCLUDING SEVEN KEY THINGS CONSUMERS NEEDED TO KNOW, A COUNTDOWN CLOCK, AN EMAIL LINK WHERE QUESTIONS COULD BE ASKED, VIDEOS THAT EXPLAINED HOW TO INSTALL, RESCAN, ADJUST ANTENNAS, AND THE KIND OF ANTENNAS THAT ARE NEEDED. WE ALSO INCLUDED A SPECIAL PAGE EXPLAINING "DOUBLE RESCANNING" AND POSTED VIDEO FROM OUR TRANSMITTER WHEN THE ACTUAL SWITCH TOOK PLACE. THE DTV HELP INFO WAS PROMINENTLY PROMOTED ON THE WWW.MYFOXMEMPHIS.COM HOME PAGE - AND WAS PROMOTED AGGRESSIVELY ON TELEVISION.

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:
 STAFFERS MET AND WITH SPOKE WITH VARIOUS CIVIC ORGANIZATIONS INCLUDING IN FRAYSER, FOX MEADOWS, AND WHITEHAVEN.

Community Events

Comments:

Other (describe)

Comments:
 IN ADDITION TO THE REQUIRED ANTENNA, RESCANNING, AND HELP CENTER NOTICES, WHBQ INCLUDED ADDITIONAL CRAWLS ON EACH WEEKDAY DURING ITS MORNING NEWS BROADCAST GOOD MORNING MEMPHIS AND IN ALL OTHER LOCAL NEWSCASTS THROUGHOUT THE QUARTER. HUNDREDS OF ADDITIONAL MESSAGES WERE DELIVERED TO THE PUBLIC BEYOND THE MINIMUM REQUIREMENTS.

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
Signature	Date (mm/dd/yyyy)
JOHN KOSKI	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.