

# FCC 388

## DTV Consumer Education Quarterly Activity Report

### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KTVX

Report reflects information for quarter ending (mm/dd/yy)

03/30/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

- Option One (A and D)
  Option Two (B and D)
  Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

- Yes
  No

### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

- Yes
  No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign  KTVX	Channel Numbers		Community of License			
	Analog	4 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	40 <input checked="" type="checkbox"/>	Salt Lake City	UT	Salt Lake	84104
Licensee Newport Television LLC						
Above, circle the Channel Number(s) to which this form applies.  4/40			Nielsen DMA  Salt Lake City	World Wide Web Home Page Address  www.abc4.com		
Facility ID Number  688889	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)  10/01/2014			

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes     No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes     No

**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

48

Total 5:00 a.m. to 1:00 a.m. CSTs

45

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

7

Total 6:00 a.m. to 9:00 a.m. CSTs

5

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

12

Total 5:00 p.m. to 10:35 p.m. CSTs

13

Comments (add additional sheets where necessary):

**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

Comments (add additional sheets where necessary):

**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?

*Graphic Displays*

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*Animated Graphics*

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*Graphic and Audio Displays*

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*Longer Form Reminders*

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Comments (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes     No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):

**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.

Yes    No

Comments (add additional sheets where necessary):

DTV Conversion Education 1st Quarter 2008 News Stories KTVX

01/01/2008 Voice Over 10pm News – 10:25pm (Length :31 seconds)  
script

{\*\*\*ROSS\*\*\*}

IF YOU'RE A LOW-TECH TV OWNER WITH A SET OF RABBIT EARS ON TOP OF YOUR SET OR AN OLD-STYLE ANTENNA SITTING ON YOUR ROOF... YOU NEED TO GET WITH IT.

{\*\*\*VO\*\*\*}

STARTING THIS YEAR... YOU WILL BE ABLE TO OBTAIN 40-DOLLAR COUPONS FROM THE GOVERNMENT TO HELP PAY FOR YOUR TRANSITION INTO DIGITAL BROADCASTING.

THE COUPONS CAN BE USED TO BUY SPECIAL CONVERTER BOXES THAT WILL CONVERT DIGITAL SIGNALS TO OLD-STYLE ANALOG SIGNALS...SO YOUR ANTENNA CAN PICK THEM UP.

THE GOVERNMENT HAS A WEB SITE OR A PHONE NUMBER WHERE YOU CAN APPLY FOR THE COUPONS... AND WE HAVE MORE INFORMATION ON THAT... ON OUR WEB SITE AT ABC4.COM.

01/02/2008 Voice Over Good Morning Utah 5-7am – 5:32am (Length :32 script)  
script

{\*\*\*MIKE\*\*\*}

IF YOU'RE ONE OF A SHRINKING NUMBER OF VIEWERS THAT STILL GETS YOUR CHANNELS STRAIGHT OFF THE AIRWAVES... SOME CHANGES ARE IN STORE.

{\*\*\*ERIKA\*\*\*}

STARTING THIS YEAR, YOU'RE ELIGIBLE FOR A 40-DOLLAR COUPON FROM THE FEDERAL GOVERNMENT TO HELP PAY FOR YOUR TRANSITION INTO DIGITAL BROADCASTING.

{\*\*\*VO\*\*\*}

THE COUPONS CAN BE USED TO BUY SPECIAL CONVERTER BOXES THAT WILL CONVERT DIGITAL SIGNALS TO OLD-STYLE ANALOG SIGNALS SO YOUR ANTENNA CAN PICK THEM UP.

THE GOVERNMENT HAS A WEB SITE OR A PHONE NUMBER WHERE YOU CAN APPLY FOR THE COUPONS ... AND WE HAVE MORE INFORMATION ON THAT AT ABC4.COM.

01/02/2008 Package. Good Morning Utah 5-7am - 5:45am (Length 1:45 including lead-in and wrap) – Story including video also posted on station website

{\*\*\*2 SHOT-GTU DEN/STANDING\*\*\*}

{\*\*\*ERIKA\*\*\*}

IN CONSUMER NEWS THIS MORNING ... WE'RE NOW JUST FOURTEEN MONTHS AWAY FROM THE TELEVISION INDUSTRY COMPLETELY SWITCHING OVER TO DIGITAL SIGNALS.

{\*\*\*MIKE\*\*\*}

THE SWITCH CAN BE CONFUSING AND PRICY... SO THIS MORNING WE'RE SHOWING YOU A NEW GOVERNMENT PROGRAM DESIGNED TO SOFTEN THE FINANCIAL STRAIN THE CHANGE MIGHT CAUSE.

{\*\*\*PKG\*\*\*}

[<mos>BANNER\DIGITAL TV CONVERSION</mos>]  
[<mos>InfoBar\COURTESY\NameorLocation\Hewlett  
Packard\LocatoiorTitle</mos>] (:43-:56)  
[<mos>BANNER\DIGITAL TV CONVERSION</mos>]

<THIS HOLIDAY SEASON MAY BE COMING TO AN END.. BUT THE  
COMMERCE DEPARTMENT IS JUST STARTING TO GIVE OUT GIFTS TO  
HELP AMERICANS UPGRADE TO DIGITAL TELEVISION.

EACH U-S HOUSEHOLD IS ELIGIBLE FOR UP TO TWO 40-DOLLAR  
COUPONS FOR DIGITAL-TO-ANALOG CONVERTER BOXES. ALL U-S  
BROADCAST T-V STATIONS ARE SCHEDULED TO CONVERT TO DIGITAL  
SIGNALS BY FEBRUARY 17, 2009. BUT PEOPLE WHO USE ANALOG  
TELEVISIONS TO GET OVER-THE-AIR BROADCASTS WON'T BE ABLE TO  
SEE THOSE DIGITAL SIGNALS -- UNLESS THEY USE A CONVERTER BOX.

YOU CAN CALL 1-888-388-2009 TO GET COUPONS. OR YOU CAN APPLY AT  
THE GOVERNMENT WEB SITE WWW-DOT-N-T-I-A DOT-DOC DOT-GOV.

IF YOU HAVE A DIGITAL T-V AND YOU GET YOUR BROADCASTS OVER  
THE AIR, YOU'RE ALL SET FOR THE CHANGE ALREADY. AND WHETHER  
YOU HAVE AN ANALOG OR A DIGITAL T-V, IF YOU GET YOUR  
PROGRAMMING FROM CABLE OR SATELLITE, YOU NEED TO CONTACT  
YOUR PROVIDER TO FIND OUT WHAT ADJUSTMENTS, IF ANY, YOU NEED  
TO MAKE.

HERE'S WHY THE GOVERNMENT IS MANDATING THE CHANGE. IT WILL  
AUCTION OFF THE ANALOG AIRSPACE CURRENTLY FILLED WITH  
BROADCAST SIGNALS TO WIRELESS BROADBAND COMPANIES.

ALSO, EMERGENCY SERVICES LIKE FIREFIGHTERS AND POLICE WILL  
TAKE ADVANTAGE OF THE OPEN AIRWAVES. >

{\*\*\*ON CAM TAG\*\*\*}

{\*\*\*MIKE\*\*\*}

AGAIN.. THE CONVERSION DEADLINE IS SET FOR FEBRUARY 17TH..  
2009... BUT YOU DON'T HAVE TO WAIT UNTIL THEN TO SWITCH.. YOU  
CAN DO IT NOW IF YOU'D LIKE.

02/14/2008 Package. 6pm News – 6:17pm (Length :25 lead-in, 1:15 pkg., :10 tag)  
Script

{\*\*\*RANDALL\*\*\*}

ONE YEAR FROM SUNDAY, TV STATIONS WILL BEGIN BROADCASTING  
EXCLUSIVELY IN DIGITAL SIGNALS.

{\*\*\*ROSS\*\*\*}

SO WHAT DOES THAT MEAN FOR YOU AND MILLIONS OF OTHER T-V  
VIEWERS?

BARB SMITH IS HERE TO SHOW US...

{\*\*\*BARB\*\*\*}

[

ROSS AND RANDALL.. THAT SWITCH OVER IS BEING MADE BECAUSE  
THE NINE-ELEVEN COMMISSION FOUND THAT POLICE AND FIRE  
CHANNELS WERE CLOGGED WITH TOO MUCH TRAFFIC.

THE SWITCH WILL FREE UP THE ANALOG FREQUENCIES FOR  
EMERGENCY RESPONDERS. BUT IT LEAVES SOME VIEWERS -- OUT OF  
THE PICTURE.

{\*\*\*pkg\*\*\*}[<mos>What?\ANALOG TV SWITCH</mos>]

[<mos>NameorLocation\Kevin Martin\LocatoiorTitle\FCC CHAIRMAN</mos>]

[<mos>NameorLocation\Adelene Dahle\LocatoiorTitle\ANALOG TV  
VIEWER</mos>]

[TAKE PKG]

{\*\*\*PKG\*\*\*}

MORE THAN 15 MILLION AMERICANS LIKE ADELENE DAHLE STILL GET THEIR TV THE OLD FASHIONED WAY: WITH RABBIT EARS ON ON THE TV OR AN ANTENNA ON THE ROOF.

Sot Adelne Dahle "I get the weather news in the morning..."

BUT IN JUST ONE YEAR HER SIGNAL WILL BE LOST:

nats...snow

sot Kevin Martin "On February 17th, 2009 all full powered stations are required to cease broadcasting in analog and broadcast exclusively in digital."

THE GOVERNMENT IS RUSHING TO INFORM CONSUMERS OF THEIR OPTIONS-- PUTTING OUT PUBLIC SERVICE ANNOUNCEMENTS.

nats up PSA: " A revolution in technology is under way."

AND OFFERING 40 DOLLAR COUPONS TO HELP TV VIEWERS BUY THE NECESSARY DIGITAL CONVERTER BOXES :

nats (no id) "all you need to do is pull your antenna...plug it into the antenna jack in the back of the box."

THE SWITCH IS ALSO BEING USED BY RETAILERS TO SELL HIGH DEFINITION TV'S.

BUT BUYER BEWARE: IN A A SURVEY, ONE CONSUMER GROUP FINDS THAT SALESPeOPLE OFTEN PROVIDED INACCURATE INFORMATION ABOUT THE CONVERSION-- AND SOMETIMES TRIED TO SELL MORE EXPENSIVE EQUIPMENT AND TV'S.

sot Adelene Dahle "with the little bit of time I spend watching tv i don't think it would be worth it for me."

BUT IT MAY BE WORTH IT FOR DAHLE TO CONNECT HER OLD TV TO CABLE OR SATELITTE OR USE THE GOVERNMENT COUPON AND BUY A CONVERTER BOX.

Tag

{\*\*\*BARB\*\*\*}

MOST TV VIEWERS NEED NOT WORRY. THE SWITCH WILL NOT AFFECT PEOPLE WITH CABLE OR SATELITTE SERVICE OR THOSE WITH HIGH DEFINITION TV'S.

02/22/08 Voice Over 4pm News - 4:22pm (Length :23)

{\*\*\*MARTI\*\*\*}

YOU'VE HEARD ABOUT THE SWITCHOVER TO DIGITAL TELEVISION NEXT YEAR.

{\*\*\*JILL\*\*\*}

NOW THERE'S NEWS THAT SALT LAKE CITY IS THE WORST IN THE COUNTRY... WHEN IT COMES TO BEING READY FOR THAT CHANGE.

{\*\*\*VO\*\*\*}[<mos>What?\SLC LEAST PREPARED</mos>]

THE CONSUMERS UNION SAYS THAT ALMOST ONE IN FOUR UTAH HOMES GET THEIR TELEVISION FROM ANTENNAS RATHER THAN CABLE OR SATELLITE SERVICE.

PEOPLE WHO DON'T HAVE ANY DIGITAL SOURCE FOR TELEVISION... WILL BE LEFT HIGH AND DRY ON FEBRUARY 18TH, 2009.

**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 (add additional sheets where necessary):  
KTVX WEBSITE DTV CONVERSION INITIATIVES 1st Quarter 2008  
www.abc4.com

The following link is the story that aired on GMU on January 2, 2008 with video package:

[http://www.abc4.com/content/gmu/story.aspx?content\\_id=64200802-B76C-453C-829A-82D9D51F0F26&gsa=true](http://www.abc4.com/content/gmu/story.aspx?content_id=64200802-B76C-453C-829A-82D9D51F0F26&gsa=true)

There is a permanent link on the home pages that leads to a very informative page on the digital conversion. It’s a big blue button under the left hand side navigation.

Here’s the link it goes to:

[http://www.abc4.com/content/community/calendar/story.aspx?content\\_id=34DB16D3-0C5E-4974-AC85-A3DD29733F00&amp;gsa=true](http://www.abc4.com/content/community/calendar/story.aspx?content_id=34DB16D3-0C5E-4974-AC85-A3DD29733F00&amp;gsa=true)

We’ve had a link about the DTV conversion on our web site’s home pages since the first week of January.

**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 (add additional sheets where necessary):

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

## 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 Karen Zabriskie	Typed or Printed Title of Person Signing Director of Programming/Multicast Content
Signature <input type="checkbox"/>	Date 04/10/2008

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](mailto: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.**