

# Federal Communications Commission

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

**Description: KTBC AMENDMENT FORM 388 2Q 2009**  
**Application Reference Number: 20090708AAX**  
**Successfully filed at Jul 9 2009 11:57AM**

**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 (June 2009)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -20090708AAX	
Licensee NW COMMUNICATIONS OF AUSTIN, 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: 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: NOTE THAT KTBC IS A PHASED TRANSITION STATION, SO ALL DTV EDUCATION PSAS AND CSTS THAT RAN AFTER ANALOG SIGN-OFF ON JUNE 12, 2009 RAN ON KTBC'S POST-TRANSITION CHANNEL, CHANNEL 7.			
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)? If YES, Complete Section E		<input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? 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.		<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>			
<input type="radio"/> DTV Education Report			
<input checked="" type="radio"/> Amendment	File Number BDERCDT-20090708AAX		
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. AMENDED TO DO THE FOLLOWING: ADD A COMMENT ON BEING A PHASED TRANSITION STATION; CHANGE KTBC'S ANSWER TO THAT IT COMPLIED WITH OPTION 2 BASED ON ITS VERY MINIMAL MAKEGOODS; ELIMINATED A SENTENCE FROM COUNTDOWN CLOCK COMMENTS; AND TO PLACE THE CORRECT COMMENTS IN THE FINAL COMMENT BOX.			

**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	297
Total 5:00 a.m. to 1:00 a.m. CSTs	395
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	24
Total 6:00 a.m. to 9:00 a.m. CSTs	108
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	87
Total 5:00 p.m. to 10:35 p.m. CSTs	174
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: KTBC AIRED "COUNTDOWN TO DTV: ARE YOU READY?" ON SATURDAY, 5/9/09 FROM 12-12:30PM CDT.	

**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
98	Graphic and Audio Displays
0	Longer Form Reminders

Comments:  
 THE SATURDAY, 4/18 COUNTDOWN CLOCK DID NOT AIR BECAUSE THE BREAK IT WAS SCHEDULED IN WAS DROPPED DUE TO SPORTS RUN-OVER. AFTER THIS INCIDENT, PROCEDURES WERE PUT INTO PLACE TO ASSURE THAT THE COUNTDOWN CLOCK WOULD BE RESCHEDULED IN THE EVENT OF ANOTHER SPORTS RUN-OVER SITUATION. KTBC AIRED THE COUNTDOWN CLOCK MULTIPLE TIMES ON MULTIPLE DAYS, EXCEEDING THE MINIMUM OF 60 GRAPHIC AND AUDIO DISPLAYS.

**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:  
 ON 4/4, THE PRIME ANTENNA SPOT WAS MISSED. IT WAS MADEGOOD ON 4/29. ON 4/8, THE PRIME RESCAN SPOT WAS MISSED. IT WAS MADEGOOD ON 4/12. ON 5/8 THE HELP CENTER SPOT AIRED TOO EARLY (AT 6:51AM). IT AIRED 2 TIMES THE NEXT DAY, 5/9, WITHIN THE 8AM-11:35PM WINDOW.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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:  
 KTBC PARTICIPATED IN VOLUNTARY NATIONAL ANALOG SHUTOFF TESTS ON MAY 21, 2009 AT 7:25AM, 12:25PM AND 6:25PM. WE DIRECTED VIEWERS TO THE FCC HOTLINE. VIEWERS WHO NEEDED FURTHER HELP WERE REFERRED BACK TO THE STATION HOTLINE WHICH WAS MANNED DURING AND AFTER EACH TEST.

KTBC AIRED THE FOLLOWING FOX 7 NEWS STORIES REGARDING THE DTV TRANSITION DURING SECOND QUARTER 2009:

4/14/09 AM NEWS A LOW-POWER STUDENT TELEVISION STATION ON THE U.T. CAMPUS NEEDS HELP MAKING THE SWITCH TO DTV. THE STATION, TSTV, HAS A DEADLINE FROM THE FCC TO SWITCH TO DIGITAL, BUT IT'S GOING TO COST A LOT OF MONEY. THAT'S WHY THE STATION IS WORKING VERY HARD AT GETTING THE FUNDING FOR THE SWITCH. TEXAS STUDENT TELEVISION IS AN FCC- LICENSED AND COMPLETELY STUDENT-RUN TELEVISION STATION. SINCE 1995 TEXAS STUDENT TELEVISION BEGAN BROADCASTING THROUGH THE DORMS, ANTENNA, AND EVENTUALLY THROUGH PUBLIC ACCESS TELEVISION. BUT NOW THEY HAVE TO WORRY ABOUT GETTING A DIGITAL TRANSMITTER WHICH WOULD ALLOW THEM TO INCREASE THEIR DISTRIBUTION ACROSS THE WHOLE CITY OF AUSTIN AND REACH AROUND 700,000 MORE PEOPLE. THE TRANSMITTER WILL COST BETWEEN \$85,000-90,000, MONEY THAT THE STATION SIMPLY DOESN'T HAVE. THAT'S WHY THEY'RE ASKING FOR DONATIONS. KATHY LAWRENCE, THE DIRECTOR OF STUDENT MEDIA, KNOWS THE COST OF NOT GETTING A TRANSMITTER. THE FCC HAS SET A DEADLINE FOR TSTV TO GET THE TRANSMITTER UP AND RUNNING BY JANUARY OF 2010. IF THEY DON'T RAISE ENOUGH MONEY LONG BEFORE THEN, THE CHANNEL IS FREE AND OPEN FOR ANYONE TO PURCHASE. (1:58)

5/13/09 5 PM THE CITY OF AUSTIN IS ASKING TV VIEWERS TO GET READY FOR THE JUNE 12TH DIGITAL CONVERSION. THE AUSTIN TECHNOLOGY AND TELECOMMUNICATIONS COMMISSION IS SPONSORING "30 DAYS TO GO." AT CITY HALL THIS AFTERNOON THEY SHOWED CONSUMERS HOW TO SET UP THEIR NEW DIGITAL CONVERTER BOXES. IF YOU HAVE CABLE OR SATELLITE SERVICE YOU WON'T HAVE TO WORRY ABOUT YOUR SERVICE, ONLY IF YOU RECEIVE BROADCAST STATIONS OVER RABBIT EARS. (:25)

5/14/09 AM NEWS ALL BROADCAST TV STATIONS ARE CONVERTING TO A DIGITAL SIGNAL ON JUNE 12TH. THAT MEANS IF YOU USE AN ANTENNA ON AN OLDER TV, YOU'LL NEED A CONVERTER BOX. AND THE CITY OF AUSTIN IS ASKING EVERYONE TO GET READY. THERE WAS A DEMONSTRATION AT CITY HALL YESTERDAY, SHOWING PEOPLE HOW TO HOOK UP THEIR CONVERTER BOXES. IF YOU HAVE ANY QUESTIONS ABOUT THE DIGITAL TRANSITION, LOG ONTO MYFOXAUSTIN.COM AND CLICK ON DTV INFO ON OUR HOMEPAGE. AND ON GOOD DAY AUSTIN NEXT THURSDAY, WE'LL BE DOING A DTV TEST TO LET YOU KNOW IF YOU'RE READY FOR THE SWITCH. (:30)

5/20/09 5 PM TV STATIONS AROUND THE COUNTRY WILL CUT THEIR ANALOG SIGNAL BROADCASTS FOR A FEW MINUTES THURSDAY. IT'S A REMINDER THAT ANALOG BROADCASTS WILL STOP IN THREE WEEKS. THE STATIONS INCLUDING FOX 7 HAVE TO TURN OFF THEIR ANALOG BROADCASTS ON JUNE 12TH AS PART OF A NATIONWIDE MANDATE TO MOVE TO MORE EFFICIENT DIGITAL SIGNALS. FOR THURSDAY'S "SOFT TEST," ANALOG BROADCASTS WILL BE INTERRUPTED FOR TWO TO FIVE MINUTES ONCE IN THE MORNING, ONCE JUST AFTER NOON, AT ONCE IN THE EARLY EVENING, AROUND 6:30 P.M. IF YOU HAVE ALL YOUR SETS HOOKED UP TO CABLE OR SATELLITE FEEDS THEY YOU WON'T BE AFFECTED. (:36)

5/21/09 AM/NOON NEWS THERE'S ONLY ABOUT TWO WEEKS UNTIL THE DIGITAL TRANSITION. AS OF JUNE 12TH, IF YOU DON'T HAVE CABLE, SATELLITE OR A DIGITAL CONVERTER BOX, YOU WON'T BE ABLE TO WATCH TV ANYMORE. AND TO MAKE SURE YOU'RE READY FOR THIS DIGITAL SWITCH, WE'RE GOING TO CONDUCT A DTV TEST. IF IN THE NEXT FIVE MINUTES, YOU CONTINUE TO SEE OUR NEWSCAST, NO WORRIES, YOU'LL BE FINE AFTER THE TRANSITION. HOWEVER, IF YOU DON'T SEE ANYTHING, SEE STATIC OR YOUR SCREEN GOES BLACK, YOU'LL NEED A CONVERTER BOX TO WATCH TV AFTER JUNE 12. AND THE GOVERNMENT IS STILL HELPING WITH THE COST OF ONE. THEY'RE SENDING OUT \$40 COUPON CARDS THAT CAN BE USED WHEREVER THE BOXES ARE SOLD. FOR INFORMATION ON ALL OF THIS, LOG ONTO MYFOXAUSTIN.COM AND CLICK ON "DTV INFO" RIGHT NEXT TO "FOX 7" ON OUR HOMEPAGE. (:47)

6/05/09-6/12/09 ALL NEWSCASTS IF YOU DON'T HAVE A DIGITAL TV OR USE CABLE OR SATELLITE, YOU MAY ONLY GET SNOW WHEN THE DIGITAL TRANSITION TAKES PLACE. BUT HELP IS AVAILABLE. THE CITY OF AUSTIN IS TEAMING UP WITH AUSTIN-FREE NET TO OFFER HOW-TO CLINICS AHEAD OF THE SWITCH. THE FREE 10 TO 20 MINUTE SESSIONS WILL SHOW YOU WHAT YOU'LL NEED TO RECEIVE THE NEW DIGITAL SIGNAL. THE CLINICS ARE TODAY, TOMORROW AND MONDAY AT THE ARTHUR B. DEWITTY JOB TRAINING CENTER ON ROSEWOOD AVENUE. THEY START AT 10:00 IN THE MORNING AND RUN UNTIL 4:00. FOR MORE ON THE DIGITAL CONVERSION, INCLUDING HOW TO GET A CONVERTER

BOX COUPON, LOG ONTO MYFOXAUSTIN.COM. (:35)

6/08/09 AM/NOON NEWS ALL TVS WILL STOP RECEIVING ANALOG SIGNALS FRIDAY AND START RECEIVING DIGITAL SIGNALS. AND IF YOU'RE THINKING ABOUT GETTING A NEW TELEVISION, YOU HAVE A LOT OF OPTIONS, EACH WITH THEIR OWN PROS AND CONS. RICK CARTER SAYS HIS ANALOG TELEVISION SET NEEDS TO BE REPLACED AFTER MORE THAN 10 YEARS, BUT NOW HE'S FINDING A LOT MORE CHOICES AS HE LOOKS FOR HIS FIRST DIGITAL SET. AMONG THEM ARE PLASMA AND LIQUID CRYSTAL DISPLAYS. EXPERTS SAY PLASMA TV'S ARE BEST FOR VIDEO WITH A LOT OF MOTION SUCH AS SPORTING EVENTS, BUT ALSO WARN THE GLASS FRONTS ON THE SET MAKE THEM TOUGHER TO SEE IF THERE IS ANY SORT OF GLARE FROM SUNLIGHT. LCD SETS ALSO OFFER A DIGITAL HIGH DEFINITION PICTURE AND GENERALLY USE LESS ENERGY AND LAST LONGER. WE'RE TOLD BOTH ARE SELLING FASTER NOW AS THE DIGITAL TRANSITION APPROACHES. IF YOU STILL ARE HOLDING ON TO YOUR OLD ANALOG SET YOU WILL NEED A DIGITAL CONVERTER BOX. THAT CONVERTER BOX RUNS AROUND \$40 OR \$50 BEFORE THE \$40 FEDERAL COUPON YOU CAN REQUEST ONLINE. (1:50)

6/11/09 AM/NOON NEWS/5PM TOMORROW, ALL TELEVISION STATIONS NATIONWIDE WILL STOP TRANSMITTING AN ANALOG SIGNAL AND START SENDING A DIGITAL ONE. TO HELP PEOPLE GET READY, THE CITY OF AUSTIN IS HOLDING FREE WORKSHOPS. THE MOST RECENT STATISTICS SAY THAT AUSTIN IS THE 4TH LEAST PREPARED IN THE NATION FOR THE DIGITAL TRANSITION. CHIP ROSENTHAL IS A VOLUNTEER FOR THE CITY WHO HELPS PEOPLE SET UP THEIR OLD TVS TO RECEIVE THE NEW, DIGITAL SIGNAL. HE SAYS THAT THE FIRST THING PEOPLE WANT TO KNOW IS HOW AND IF THIS IS EVEN GOING TO AFFECT THEM. IF YOUR TV IS HOOKED UP TO CABLE OR SATELLITE, DON'T CHANGE ANYTHING. IF YOUR TV WAS BUILT IN MARCH 2007 OR LATER, DON'T CHANGE ANYTHING. BUT IF YOUR TV IS OLDER AND YOU'RE USING RABBIT EARS, YOU PROBABLY NEED A CONVERTER BOX. IF YOU DON'T GET ONE, YOUR TV WILL GO STATIC ON FRIDAY. THE PICTURE THAT YOU'LL RECEIVE THROUGH A DIGITAL CONVERTER BOX IS GOING TO BE SHARPER AND CLEARER THAN YOU WILL WITH AN ANALOG PICTURE. YOU WON'T HAVE SNOW OR ARTIFACTS THAT YOU MIGHT SEE WITH AN ANALOG SIGNAL. (1:56)

6/11/09 AM NEWS FOX 7 REPORTER NIK CICCONE CONDUCTED A LIVE INTERVIEW WITH FCC DTV DMA-AUSTIN COORDINATOR GUY BENSON ON THE DTV SWITCH. (3:00)

6/12/09 AM NEWS/5/9 PM TV STATIONS ACROSS THE COUNTRY ARE SWITCHING FROM ANALOG TO DIGITAL TV TODAY. KTBC'S ANALOG ANTENNA HASN'T MOVED IN MORE THAN 50 YEARS - BUT THAT CHANGES TODAY WHEN IT COMES DOWN AND IS REPLACED BY A NEW DIGITAL ONE. FROM DOWNTOWN IT LOOKS LIKE JUST ANOTHER ANTENNA WEST OF THE CITY. BUT IT'S REALLY A UNIQUE PIECE OF AUSTIN HISTORY. THEN-SENATOR LYNDON B. JOHNSON HAD IT BUILT ON MOUNT LARSON BACK IN THE 1950'S SO HE AND LADY BIRD COULD TRANSMIT THE KTBC SIGNAL TO CENTRAL TEXANS. OVER TIME, A LOT OF EQUIPMENT AND TECHNOLOGY HAS BECOME OUTDATED AND ABANDONED LIKE THE OLD SATELLITE DISH. WHILE THE 1,000 FOOT TOWER IS STILL STURDY, WHAT'S ON TOP IS A RELIC. SHAWN O'SHEA IS CHIEF ENGINEER FOR FOX 7. HE SAYS SOME OF THE EQUIPMENT IS SEVERAL DECADES OLD. BUT NOW, O'SHEA SAYS THE STATION'S INVESTED SIX YEARS AND \$6 MILLION IN NEW TECHNOLOGY, WHICH ALL GOES ON-LINE FRIDAY. THE NEW TOP OF THE LINE MULTI-MILLION DOLLAR TRANSMITTER IS REQUIRED BY THE FEDERAL GOVERNMENT TO COMPLY WITH NEW STANDARDS FOR BROADCASTING DIGITALLY INSTEAD OF ANALOG. IT MEANS A BETTER PICTURE, AND MORE AIRSPACE THAT IS BADLY NEEDED BY EMERGENCY SERVICES LIKE POLICE AND FIRE. (2:27)

6/13/09-6/9 PM, 6/14/09-5 PM, 6/15/09-AM/NOON NEWS, 6/15/09-5/9 PM & 6/16/09- AM NEWS AS OF FRIDAY, KTBC-FOX 7 AND ALL TV STATIONS HAVE GONE DIGITAL. AND WITH THE ANALOG SIGNALS NOW OFF, WE'VE HEARD FROM SOME VIEWERS WHO CAN'T SEE US. YOU'RE WATCHING, SO YOU'RE OK, BUT IF YOU HAVE FRIENDS, FAMILY OR NEIGHBORS WHO AREN'T PICKING US UP, WE HAVE A RE-SCAN PROCESS YOU CAN TELL THEM ABOUT. EVEN IF THEY ALREADY RESCANNED AFTER 12:30 FRIDAY AFTERNOON, HERE ARE FOUR QUICK STEPS THAT HAVE WORKED FOR OTHER VIEWERS. 1. DISCONNECT THE ANTENNA FROM YOUR CONVERTER BOX OR DIGITAL-READY TV. 2. RESCAN THE CONVERTER BOX OR TV SET. 3. RECONNECT THE ANTENNA. 4. RESCAN ONE MORE TIME. IF THAT STILL DOESN'T WORK, YOUR TV TEMPORARILY MAY NOT BE ABLE TO PICK UP OUR SIGNAL. AS PART OF THE CONVERSION TO DIGITAL BROADCASTING, FOX 7 IS OPERATING AT REDUCED POWER WHILE WE UPGRADE OUR ANTENNA. THIS IS PART OF A LONG-TERM PLAN TO SERVE OUR VIEWERS BETTER. WE'LL BE BACK UP TO FULL POWER IN 2-3 WEEKS. CHECK IN AT OUR WEBSITE -- MYFOXAUSTIN.COM FOR PROGRESS UPDATES AND RESCAN EVERY FEW DAYS UNTIL OUR FULL POWER SIGNAL IS

RESTORED. (:57)

6/15/09 AM NEWS IF YOU'RE A BIT LOST BY THE DIGITAL CONVERSION, YOU'RE NOT ALONE. SOME PEOPLE ARE SCRAMBLING TO BUY A CONVERTER BOX, WHILE OTHERS ARE HAVING A TOUGH TIME SETTING IT UP. SALES MANAGER SHAUN CHARLES SAYS TONIGHT THESE BOXES ARE A HOT BUT MYSTERIOUS COMMODITY. THERE ARE A LOT OF PEOPLE THAT AREN'T AWARE OF THE SWITCH AND STILL HAVE A LOT OF QUESTIONS ON THE CONVERTER BOXES. THERE ARE A LOT OF PEOPLE WHO DON'T HAVE CABLE OR SATELLITE. PEOPLE IN OAKLAND ARE DIRECTING THEIR QUESTIONS TO A DTV ASSISTANCE CENTER OPERATING ON A GRANT FROM THE FCC. THE SIGNS OUTSIDE SAY "ARE YOU READY?" MOST PEOPLE HAVE BEEN PHONING IN TO FIND OUT HOW TO GET A QUICK SOLUTION BECAUSE THEIR SIGNAL WENT OFF LAST NIGHT. SOME CALLERS WANT TO KNOW WHERE TO BUY CONVERTER BOXES. OTHERS ARE CALLING FOR HELP SCANNING THE CONVERTER BOXES - A PROCESS NECESSARY TO FIND THE NEW DIGITAL CHANNELS. THE FCC HAS BEEN WARNING VIEWERS FOR TWO YEARS ABOUT THE CONVERSION, AND EVEN POSTPONED IT IN FEBRUARY. BUT IT DOESN'T SEEM TO HAVE EASED THE PAIN TODAY. SOME PEOPLE HAVE BOUGHT THE BOX MONTHS AGO BUT HAVE PROCRASTINATED ON INSTALLING IT. AND NOW THEY'RE TOO SCARED TO OPEN THE BOX, AND KNOW WHAT'S IN IT. (2:25)

**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 KTBC-TV WEBSITE, MYFOXAUSTIN.COM CONTAINS A DTV INFO TAB. INCLUDED IN THE DTV SECTION OF THE WEBSITE DURING SECOND QUARTER WAS THE STORY THAT THE DTV SWITCH WAS DELAYED TO JUNE 12, 2009 ALONG WITH INFORMATION ON HOW VIEWERS COULD GET THEIR DTV QUESTIONS ANSWERED AND ADDRESS PROBLEMS BY CALLING HOTLINE NUMBER (888) CALL FCC OR BY EMAILING KTBC WITH THEIR DTV QUESTIONS. THERE WERE ALSO LINKS TO "EXPIRED DTV COUPON? TRY AGAIN"; DTV ACTION SPOT VIDEOS: HOW TO UPGRADE, HOW TO HOOK UP A CONVERTER BOX, THE IMPORTANCE OF RE-SCANNING, WHICH ANTENNAS WORK BEST, AND A CHECKLIST OF QUESTIONS; 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); OTHER DTV RESOURCES (DTV ANSWERS, DTV ANSWERS IN SPANISH); HOW DO I REQUEST A COUPON; FIND YOUR RECOMMENDED ANTENNA, SEARCH HERE FOR A RETAILER; A PRINTABLE CONVERTER BOX GUIDE AND A LIST OF MANUFACTURERS' DTV CONVERSION SITES. LINKS TO OTHER DTV RESOURCES WERE PROVIDED: DTV INFO, DTV COUPON PROGRAM, FCC ANALOG AND DIGITAL MAP, NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION, DTV ANSWERS, DTV ANSWERS, DTV ESPANOL, DTV.GOV, LIST OF CONVERTER BOXES, AND KTBC FCC 388 FORMS. AFTER 6/12, KTBC PROVIDED INFORMATION AND UPDATES ON THE STATUS OF THE NEW ANTENNA UPGRADE AT MOUNT LARSON INCLUDING DIAGRAMS AND PHOTOS AND VIDEO UPDATES FROM FOX 7 ENGINEERS. KTBC ALSO ADDED A SECTION ON LAST MINUTE TIPS FOR THE DTV SWITCH, A NEWS STORY ABOUT THE CITY OF AUSTIN HELPING VIEWERS PREPARE FOR DTV AND ANOTHER NEWS STORY FROM THE TOP OF MOUNT LARSON WHERE KTBC HISTORY WAS MADE, A LOCAL DIGITAL HOTLINE AND EMAIL ADDRESS IS LISTED ON THE DTV WEB PAGE FOR VIEWERS TO CONTACT THE STATION WITH QUESTIONS.

**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:

KTBC VP OF ENGINEERING, SHAWN O'SHEA VISITED THE AUSTIN WALK-IN HELP CENTER LOCATION ON 6/12/09 TO ASSIST VIEWERS WITH ANTENNA SETUPS AND ANSWER QUESTIONS.

Other (describe)

Comments:

THROUGHOUT THE QUARTER KTBC PROVIDED A DTV HOTLINE. THE FOX 7 STAFF RESPONDED TO VIEWER HOTLINE AND EMAIL INQUIRIES, PROVIDING THE AUSTIN AREA WITH INFORMATION AND ANSWERS TO THEIR GENERAL DTV QUESTIONS AND QUESTIONS REGARDING KTBC'S DIGITAL CONVERSION. WE HAVE MAINTAINED A DEDICATED HOTLINE WITH A LIVE RECEPTIONIST DURING REGULAR BUSINESS HOURS SINCE 6/15.

KTBC PROVIDED A MANNED PHONE BANK FOR THREE DAYS, FRIDAY, 6/12, SATURDAY, 6/13 AND SUNDAY, 6/14 TO ANSWER VIEWER CALLS REGARDING THE DTV TRANSITION.

IN MAY, KTBC PRODUCED A 10 SECOND PSA WITH FOX 7 NEWS ANCHOR LORIANA HERNANDEZ IN SPANISH TO RUN IN BONUS SPOTS ON UNIVISION RADIO.

**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 DIRECTOR
Signature HOLLY BREAUX	Date (mm/dd/yyyy) 07/09/2009

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](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.**