

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090112ACC	
Licensee UNIVERSITY OF SOUTH FLORIDA					
Call Sign WUSF-TV		Facility Id 69338		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
TAMPA		FL	HILLSBOROUGH		33620 -
Nielsen DMA TAMPA-ST. PETE (SARASOTA)		World Wide Web Home Page Address WWW.WUSF.ORG		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	16				
<input checked="" type="checkbox"/> Digital	34				
Report reflects information for quarter ending: 12/31/2008					
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 type="radio"/> Option Two (B and D) <input checked="" type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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?	<input checked="" type="radio"/> Yes <input type="radio"/> 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 10	
Comments: WUSF AIRED "THE ABC'S OF DTV" ONE TIME AND "GET READY FOR DIGITAL TV" 9 TIMES. EACH WAS A 30-MINUTE PROGRAM.	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	

IN DECEMBER 2008, WUSF BEGAN RUNNING SPOTS TO INVITE OFF-AIR VIEWERS TO CALL THE STATION FOR A FREE DTV EDUCATIONAL DVD. THIS PROGRAM WILL CONTINUE THROUGHOUT THE DTV TRANSITION.

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:

DTV TRANSITION INFORMATION IS POSTED ON THE WEB PORTAL PAGE. THE INFORMATION THERE LINKS TO ANOTHER FULL PAGE WITH COPIOUS INFORMATION AND LINKS TO CONSUMER INFORMATION ABOUT SET-TOP CONVERTER BOXES AND OTHER TRANSITION INFORMATION.

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:

ON NOVEMBER 12, 2008, WUSF MANAGEMENT AND ENGINEERS ATTENDED THE PUBLIC DTV FORUM IN TAMPA, HOSTED BY THE SOCIETY OF BROADCAST ENGINEERS AND ATTENDED BY FCC COMMISSIONER COPPS. WUSF DISTRIBUTED DTV CONVERTER BOX COUPONS AND EDUCATIONAL DVDS TO THE PUBLIC PRESENT. ON DECEMBER 3, 2008, WUSF'S GENERAL MANAGER SPOKE TO THE SARASOTA ROTARY CLUB ABOUT THE DTV TRANSITION. ON DECEMBER 16, 2008, WUSF'S GENERAL MANAGER SPOKE TO THE SARASOTA ALL MEDIA ROUNDTABLE ABOUT THE DTV TRANSITION.

Community Events

Comments:

Other (describe)

Comments:

WUSF-TV/DT IS A JOINT LICENSEE WITH WUSF(FM). WUSF(FM) HAS AIRED RADIO SPOTS THAT NOTIFY LISTENERS ABOUT THE DIGITAL TELEVISION TRANSITION. THE SPOTS REFER LISTENERS TO THE WUSF-TV WEB SITE, WHICH TAKES WEB USERS TO OTHER INFORMATIVE WEB SITES INCLUDED WWW.DTV.GOV, WWW.DTVANSWERS.COM, AND WWW.PBS.ORG.

ON DECEMBER 4, 2008, WUSF ATTENDED THE SOCIETY OF BROADCAST ENGINEERS'S DTV MEETING WITH CABLE PROVIDERS TO COORDINATE SOFT TESTS AND ENSURE THAT ALL CABLE PROVIDERS WERE BEING FED DIGITAL SIGNALS. WE ALSO DISCUSSED THE TRANSITION AND SOFT TEST CALL-IN PHONE NUMBER OPTIONS FOR THE TAMPA MARKET.

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

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

VICE PRESIDENT, COMMUNICATION & MARKETING

Signature

MICHAEL J. HOAD

Date (mm/dd/yyyy)

01/10/2009

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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-PERF, 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.