

FCC FORM 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.

Station Call Sign(s)

WUSF-TV and WUSF-DT

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

0	3	3	1	0	8
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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.

<u>Call Sign</u> WUSF-TV/DT	Channel Numbers Analog <u> 16 </u> Digital <u> 34 </u>	<u>Community of License</u>									
		City	State	County	Zip Code						
		Tampa	FL	Hillsborough	33620						
Licensee: University of South Florida											
Above, circle the Channel Number(s) to which this form applies. <p style="text-align: center;">16 and 34</p>		Nielsen DMA 13	World Wide Web Home Page Address WUSF.ORG								
Facility ID Number 69338	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)									
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">0</td> <td style="text-align: center;">2</td> <td style="text-align: center;">0</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3</td> </tr> </table>				0	2	0	1	1	3
0	2	0	1	1	3						

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

None this quarter

Comments (add additional sheets where necessary):

See attached lists of 22 thirty-second spots and 25 sixty-second spots aired between March 24 and March 31, 2008.

/31/08

Scout Information Services - Affinity Plus!

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SF-TV16

Underwriter Listing by Underwriter, Date

g Code: 16

gin Date: 03/01/2008

id Date: 03/31/2008

1 PBS DTV Awareness

03/24/2008 09:57:33AM
 03/24/2008 11:57:01AM
 03/24/2008 09:27:46PM
 03/24/2008 10:57:13PM
 03/25/2008 09:59:14PM
 03/27/2008 08:29:00PM
 03/27/2008 03:28:04PM
 03/27/2008 10:28:09PM
 03/27/2008 11:28:19PM
 03/28/2008 09:58:45AM
 03/29/2008 03:28:16PM
 03/29/2008 04:28:46PM
 03/29/2008 05:28:06PM
 03/29/2008 08:57:46PM
 03/29/2008 11:46:14PM
 03/30/2008 04:59:12AM
 04/10/2008 06:59:16AM
 03/30/2008 11:29:14PM
 03/31/2008 07:29:16AM
 04/11/2008 02:29:05PM
 03/31/2008 05:29:17PM
 03/31/2008 09:27:46PM

30 spot

Times Aired: 22

03/31/08
ISF-TV16

Scout Information Services - Affinity Plus!
Underwriter Listing by Underwriter, Date

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Log Code: 16
Log Date: 03/31/2008
Ad Date: 03/31/2008

12 P3S DTV Awareness

1:00 spot

03/24/2008 07:58:23AM
 03/24/2008 08:58:46AM
 03/24/2008 11:57:46PM
 03/25/2008 01:58:46AM
 03/25/2008 04:58:46AM
 03/25/2008 05:53:45PM
 03/25/2008 07:29:46AM
 03/25/2008 09:58:42AM
 03/25/2008 11:28:30AM
 03/25/2008 01:58:16PM
 03/25/2008 11:57:15PM
 03/27/2008 09:28:46AM
 03/27/2008 11:28:43AM
 03/28/2008 08:58:06AM
 03/28/2008 12:28:46PM
 03/28/2008 08:55:14PM
 03/28/2008 02:26:46PM
 03/30/2008 05:28:46AM
 03/30/2008 06:28:17AM
 03/30/2008 07:58:46AM
 03/30/2008 05:26:16PM
 03/30/2008 10:26:46PM
 03/31/2008 04:58:46AM
 03/31/2008 05:58:41AM
 03/31/2008 11:28:48AM

Times Aired: 25

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):

Station Web Site Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Web site? Y N

If YES, did your station provide additional DTV related information or activities on that Web site? The comment box may be used to describe what was posted on the station's Web site.

Yes No

WUSF has a DTV Answers segment on the portal page of the website. Clicking on it leads to another complete page of information with links to the DTV2009.gov site.

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.

JoAnn Urofsky, General Manager

Signature: *JoAnn Urofsky*

Date: April 9, 2008