

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. -20081007AKZ	
Licensee FLORIDA STATE UNIVERSITY					
Call Sign WFSU-TV		Facility Id 21801		Previous Call Sign (if applicable)	
Community of License					
City TALLAHASSEE		State FL	County LEON		Zip Code 32310 -
Nielsen DMA TALLAHASSEE-THOMASVILLE		World Wide Web Home Page Address WWW.WFSU.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	11				
<input checked="" type="checkbox"/> Digital	32				
Report reflects information for quarter ending: 09/30/2008					
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 0	
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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: OUR 1:20 "DTV, WFSU AND YOU" SPOT AIRED WITHIN THE LOCAL PROGRAM "DIMENSTIONS" ON JULY 23, 2008 AT 7:30 P.M. AND JULY 27 AT 12 NOON. THIS HAPPENED AGAIN ON AUGUST 27 AT 7:30 P.M. AND AUGSUT 31 AT 12 NOON.	

WE ALSO AIRED AN INFORMATION SPOT WITH COMCAST, WHICH AIRED 30 TIMES A WEEK FOR FOUR WEEKS ON 15 CABLE NETWORKS.

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:
 WFSU HAS A DTV INFORMATION PAGE ACCESSIBLE FROM OUR HOMEPAGE. IT INCLUDES AN EXPLANATION OF DIGITAL TELEVISION, WHY THE TRANSITION IS HAPPENING, DIGITAL CHANNEL INFORMATION, HOW TO RECEIVE DIGITAL SIGNALS, LINKS TO A Q&A PAGE, AND EXTERNAL LINKS TO INFORMATION SUPPLIED BY THE GOVERNMENT AND OTHER DIGITAL TRANSITION SITES.

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:
 BOTH OUR GENERAL MANAGER AND OUR OUTREACH COORDINATOR HAVE VISTED VARIOUS VENUES AROUND OUR VIEWING AREA TO SPEAK ABOUT THE DIGITAL TRANSITION.

7/23/08 TALLAHASSEE SENIOR CENTER.

9/20/08 BRIDGE THE GAP LITERARY SUMMIT, QUINCY FL.

Community Events

Comments:

Other (describe)

Comments:
 WE HAVE SEVERAL PEOPLE WHO FIELD PHONE CALLS FROM OUR VIEWER SERVICES DEPARTMENT TO ANSWER QUESTIONS, BOTH INFORMATIONAL AND TECHNICAL. THIS IS AN ONGOING EFFORT BY THE EMPLOYEES OF THIS STATION.

THE MEMBERSHIP DEPARTMENT ALSO SENDS OUT REGULAR EMAILS REGARDING THE TRANSITION TO ITS DATABASE OF VIEWERS AND VOLUNTEERS (APPROXIMATELY 3000 TOTAL).

WE HAVE WORKED VERY HARD TO SATURATE OUR AIR WITH DTV AWARENESS MESSAGES. IN JULY 2008, WE AIRED A TOTAL OF 3 HOURS, 1 MINUTE OF DTVB SPOTS, WITH 1 HOUR 56 MINUTES AND 10 SECONDS OF THAT BEING IN PRIME TIME. IN AUGUST, A TOTAL OF 2 HOURS, 23 MINUTES, 20 SECONDS WITH PRIME TIME ACCOUNTING FOR 1 HOUR, 30 MINUTES AND 20 SECONDS. IN SEPTEMBER, THE TOTALS WERE 2 HOURS, 39 MINUTES, 50 SECONDS OVERALL, WITH 1 HOUR, 33 MINUTES OF THAT TIME IN PRIME TIME.

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
Signature	Date (mm/dd/yyyy)
LEE F. HINKLE	10/07/2008

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. 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.