Approved by OMB
3060-1115

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
- 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) WOFL

Report reflects information for quarter ending (mm/dd/yy) 3/31/08

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	Channel Numbers			Community of License			
				City	State	County	Zip Code
WOFL	Analog	35	☒	Orlando	FL	Orange	32746
	Digital	22	☒				

Licensee	Fox Televison Stations, Inc.

Above, circle the Channel Number(s) to which this form applies.	Nielsen DMA	World Wide Web Home Page Address
	Orlando-Daytona Beach-Melbourne	www.myfoxorlando.com

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
41225		02/01/2013

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	0
Total 5:00 a.m. to 1:00 a.m. CSTs	0

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	0
Total 6:00 a.m. to 9:00 a.m. CSTs	0

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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0

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

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	0

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?

na *Graphic Displays*

na *Animated Graphics*

na *Graphic and Audio Displays*

na *Longer Form Reminders*

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):

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):
WEB Site Listing of Instructions for the Public
Frequently asked questions
What is the digital TV (DTV) transition?
The switch from analog to digital broadcast television is referred to as the digital TV (DTV) transition. In 1996, the U.S. Congress authorized the distribution of an additional broadcast channel to each broadcast TV station so that they could start a digital broadcast channel while simultaneously continuing their analog broadcast channel. Later, Congress mandated that February 17, 2009 would be the last day for full-power television stations to broadcast in analog. Broadcast stations in all U.S. markets are currently broadcasting in both analog and digital. After February 17, 2009, full-power television stations will broadcast in digital only.
What is an Analog TV?
Analog TV: Analog technology has been in use for the past 50 years to transmit conventional TV signals to consumers. Most current television transmissions are received through analog television sets. Analog signals vary continuously, creating fluctuations in color and brightness.
What is Digital TV?
Digital Television (DTV): Digital TV is a new type of broadcasting technology that will transform television. Because DTV is delivered digitally, the television signal is virtually free of interference. And because DTV is more efficient than analog, broadcasters are able to offer television with improved quality pictures and surround sound. DTV will soon replace today's analog television.
How do I know if I own a DTV?
What you need to know is whether your TV set has something called a "digital tuner" already built in. If it does, your TV set is already configured to receive and display the new digital over-the-air TV signals that will be transmitted in February 2009. To check whether your TV set can receive over-the-air digital broadcast signals, take a look at your owner's manual or look on the set for an indication that it has "digital input" or "ATSC" (for Advanced Television Systems Committee, which is developing the DTV format). You can also go to the manufacturer's website and check the capabilities of the set by the manufacturer model number.
If your television set is labeled as "analog" or "NTSC," and is NOT labeled as containing a digital tuner, it contains an analog tuner only.

You will need a converter.
How do I know whether I need a converter?
If you use "rabbit ears" or a rooftop antenna for TV reception, you probably need a converter. Television sets connected to cable, satellite or other pay TV service do not require converters. Televisions with digital tuners also do not need converters. Take a short quiz at the DTV Transition Web site to see whether the converter box is the right option for your household to make the digital transition. www.dtv.transition.org/index
Can I get digital HD broadcasts?
If you have a high definition television set with a digital tuner & use an indoor or outdoor HD antenna, many viewers will be able to see over the air high definition programs offered by their local stations for free without having to subscribe to cable or satellite.
FCC form 388 pertaining to the Digital transition is located in this station's Public File.
For more answers to frequently asked questions, please visit the FCC's FAQ-Consumer Corner website at
http://www.dtv.gov/consumercorner

On February 17, 2009 Your TV May Stop Receiving Television Programming!

Digital Television (DTV) Transition:

On February 17, 2009, federal law requires that all full-power U.S. broadcast stations must switch from analog television broadcasting to digital television broadcasting.

DTV Benefits for the Public (from FCC Consumer Facts):
•Provides clear pictures, quality sound and more programming and channels.
•Provides future interactive video and data services for the TV of the future.
•Allows more emergency & safety transmission.

Who will this Affect?
If you currently rely on rabbit ears or a roof top antenna and have an analog television, after February 17, 2009, you will no longer be able to receive television programming.

Three Solutions:
1.Purchase a DTV converter box that will convert the digital signal into analog in order to be transmitted digitally through your analog television (see the TV Converter Box Coupon Program below).
2.Obtain a television set with digital tuner.
3.Subscribe to a cable or satellite provider which will allow your analog TV to continue to function.

TV Converter Box Coupon Program:
The National Telecommunications & Information Administration (NTIA), a federal agency, will start "The TV Converter Box Coupon Program" in January 2008.

•Each household may apply for two coupons, each worth $40 (coupon-eligible converter boxes are expected to cost between $50 - $70 and will be available at electronics stores and online retailers).
•Consumers can apply to the NTIA through www.dtv.gov, toll free (888) 388-2009 or by mail.
•Coupons will be available on a first come, first serve basis, and distribution will start in early spring of 2008. This will include retail information where converter boxes are available for purchase within

a five mile radius of recipients' homes.
•Coupons will expire after 90 days from the date that they were issued.

For more information please contact:
The Federal Communication Commission – (888) CALL-FCC (1-888-2255-322)
NTIA – http://www.ntia.doc.gov/dtvcoupon/consumer.html
The TV Converter Box Coupon Program – (888) 388-2009 or go to www.dtv.gov
Fox Diversity Development - www.fox.com/diversity

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):
DTV Transition Local News Stories WOFL
Voluntary efforts January- March 2008

Date Time Duration Event Details

01/22/08 10:15p 1:51 Analog Sunset Consumer Investigator Tom Sussi shows you what you need to do to survive the end of analog signals in security systems, cell phones and on-star. All analog signals go away next month. Analog TV goes away for good in 2009.

01/22/08 5:39pm 1:51 Analog Sunset Consumer Investigator Tom Sussi shows you what you need to do to survive the end of analog signals in security systems, cell phones and on-star. All analog signals go away next month. Analog TV goes away for good in 2009.

2/7/08 6:18am :25 Digital Coupons In The Mail
Department of commerce will start mailing out some 4-million of them february 17th.

2/7/08 6:56:56am :25 Digital Coupons In The Mail
Department of commerce will start mailing out some 4-million of them february 17th.

2/7/08 10:38p :25 Digital Coupons In The Mail
Department of commerce will start mailing out some 4-million of them february 17th.

02/08/08 10:45pm 1:25 Converter Explainer Forget your cable box. You might soon have to slap another converter on top of your TV. That's because it's all digital next year. The good news, the government is going to help cover the cost, and you can get the converters at stores you know well.

3/4/08 5:40pm :25 Digital Tv Test Run Fcc pushing for early test runs before the february 2009 analog to digital national standard goes into place.

3/5/08 7:52:00am :25 Digital Tv Test Run
Fcc pushing for early test runs before the february 2009 analog to digital national standard goes into place.

3/5/08 8:43:43am :25 Digital Tv Test Run
Fcc pushing for early test runs before the february 2009 analog to digital national standard goes into place.

3/21/08 5:49pm :25 Digital Coupon
Federal government offering up a $40 coupon to help you convert your annalog tv to digital.

3/20/08 5:39pm :20 Digital Coupon Federal government offering up a $40 coupon to help you convert your annalog tv to digital

This station telecast 441 DTV psa's telecast on a voluntary basis between 10/23/07-3/30/08

This station posted DTV transition information for the public on our website during 1st quarter 2008 on a voluntary basis.

PREPARING CONSUMERS FOR THE DTV TRANSITION
With less than a year before our industry undergoes one of the most significant changes in recent history, FOX is working diligently to assist in the consumer awareness and education effort that is necessary and critical to facilitate the Digital Television (DTV) Transition. In addition to the mandated public service announcements and informational crawls, FOX has extended our consumer education outreach and focus to those groups identified by the Federal Communications Commission who are most vulnerable and at the highest risk of being negatively impacted by the DTV transition – namely multi-cultural communities, seniors, Native American and tribal communities, non-English speaking consumers, as well as socially- and economically- disadvantaged groups.

Guided by the expertise of FOX's Diversity Group, we have developed strategic partnerships with local and national multi-cultural, public interest groups – from civil rights organizations to educational institutions to disseminate materials and information on the upcoming digital transition in English, Spanish, and Asian dialects. We have positioned ourselves as a reliable resource to over 250 organizations, reaching up to several million consumers, most of whom are hearing in-depth information about the DTV transition for the first time.

These national organizations include:
American Indian Chamber of Commerce
Asian American Justice Center
Asian Federation
Asian Pacific American Legal Center
Bureau of Indian Affairs
Congressional Black Caucus Foundation
Congressional Hispanic Caucus Institute
Department of Health & Human Services
Hispanic Association of Colleges & Universities
Hispanic Federation
Historically Black Colleges and Universities
Indian Country Today
Japanese American Citizens League
Japanese American National Museum
League of Latin American Citizens
Mexican American Grocers Association
Minority Faith Communities
NAACP
National Assn. of Black Owned Broadcasters
National Congress of American Indians
National Latino Media Council
National Puerto Rican Council
National Urban League
Native American Media & Technology Network
Organization of Chinese Americans

Specifically, we have provided these groups with the necessary materials to more effectively educate and direct their constituents

through the conversion process, as well as encouraged them to facilitate workshops at national conferences; place articles in the organizations' newsletters and magazines; as well post the www.dtv.gov link on their websites.

For more information, please contact the Government Relations office of News Corporation at 202.824.6500.

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
Stan Knott	VP/General Manager
Signature ☒	Date 4/8/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/CR 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).

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