

Federal Communications Commission

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -	
Licensee SUNBEAM TELEVISION CORPORATION					
Call Sign WSVN		Facility Id 63840		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MIAMI		FL	MIAMI-DADE		33141 -
Nielsen DMA MIAMI-FT. LAUDERDALE		World Wide Web Home Page Address WWW.WSVN.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	7				
<input checked="" type="checkbox"/> Digital	8				
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 checked="" type="radio"/> Option Two (B and D) <input 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 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	416
Total 5:00 a.m. to 1:00 a.m. CSTs	406
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	82
Total 6:00 a.m. to 9:00 a.m. CSTs	210
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	75
Total 6:00 p.m. to 11:35 p.m. CSTs	72
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
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., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments:

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?

0

Graphic Displays

0

Animated Graphics

52

Graphic and Audio Displays

0

Longer Form Reminders

Comments:

DAILY :05 SECOND ID'S

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:

STORY AIRED 10/21/08 AT 10PM. 10/22/08 AT 7AM & 12N & 6PM

COPY OF THE SCRIPT:

THERE'S A HUGE GLITCH IN THE NATIONWIDE SWITCH TO DIGITAL TV. YOU MAY THINK YOU'RE READY, BUT MILLIONS OF TV VIEWERS MAY BE LEFT IN THE DARK. SEVEN'S CARMEL CAFIERO IS ON THE CASE.

WSVN -- IF YOU ARE PROCRASTINATING PUTTING OFF BUYING YOUR DIGITAL CONVERTER BOX, YOU MAY HAVE A BIG SURPRISE AT THE CASHIER.

MANY PEOPLE DID THE RIGHT THING. THEY ORDERED A GOVERNMENT COUPON GOOD FOR \$40 OFF THE CONVERTER BOX NEEDED TO MAKE ANTENNA TV'S RUN AFTER THE SWITCH TO DIGITAL. MANY ALREADY HAVE THEIR COUPONS IN HAND. EXACTLY LIKE, THE FEDS SAY, TV WATCHERS SHOULD.

TODD SEDMAK, U.S DEPARTMENT OF COMMERCE: "WE JUST REALLY ENCOURAGE PEOPLE TO REQUEST THE COUPONS."

BUT MOST FIGURED THERE WAS NO RUSH TO ACTUALLY GO TO THE STORE TO BUY THE BOX SINCE THE SWITCH DOESN'T OFFICIALLY HAPPEN UNTIL NEXT YEAR.

VIKY COGNINI, AVENTURA BEST BUY: "SOMETIMES, YOU KNOW, THEY'LL JUST PUT THEM IN THEIR POCKETS OR SHOVE THEM SOMEWHERE, AND WHEN THEY COME INTO THE STORE, YOU KNOW, THEY REALIZE THAT IT'S ACTUALLY EXPIRED."

SEVEN NEWS FOUND MILLIONS OF THOSE CONVERTER BOX COUPONS ACROSS THE COUNTRY, LIKE JACQUELYN MERCER'S, ARE NOW WORTHLESS.

JACALYN MERCER: "A ROYAL GOOF-UP ON THE PART OF SOMEBODY ON THE FEDERAL LEVEL."

THE COUPONS EXPIRE. NINETY DAYS AFTER THEY ARE MAILED, THEY'RE USELESS. SIMPLY PUT, IT'S USE THEM OR LOSE THEM.

TODD SEDMAK: "CONGRESS CREATED THE LAW, AND WE'RE IMPLEMENTING THE PROGRAM."

BUT WE OBTAINED RECORDS WHICH SHOW THAT ACROSS THE NATION, EIGHT AND A HALF MILLION PEOPLE WHO REQUESTED COUPONS ONLINE OR BY PHONE NOW CAN'T USE THEM.

JOE KELSEY: "WE BELIEVE THIS IS A GIANT PROBLEM AND CONSUMERS ARE GOING TO BE FRUSTRATED. THEY'RE RIGHT TO BE CONFUSED."

HERE IN FLORIDA, 1.4 MILLION COUPONS WERE REQUESTED, BUT JUST UNDER HALF A MILLION HAVE BEEN REDEEMED. IN MIAMI-DADE AND BROWARD COUNTIES, 354,000 COUPONS WERE REQUESTED, OF THOSE, 112,000 HAVE BEEN USED, BUT 118,000 HAVE EXPIRED.

JACALYN MERCER: "I THINK IT'S CRAZY, MYSELF."

AND WHAT'S WORSE, IF YOU TRY TO GET ANOTHER COUPON, THE ANSWER IS NO. FEDERAL RULES ALLOW ONE PER ADDRESS, PERIOD, AND THERE'S NOTHING STORES CAN DO.

VIKY COGNINI, AVENTURA BEST BUY: "WE CAN'T HONOR THEM BECAUSE IT'S A GOVERNMENT-SPONSORED COUPON, NOT A BEST BUY SPONSORED COUPON."

BUT A GOVERNMENT WORKER TOLD JACALYN THERE IS A WAY AROUND

IT. SHE WAS TOLD TO ASK FRIENDS AND FAMILY WHO DON'T NEED COUPONS TO ORDER SOME, AND THEN GIVE THEM TO HER. NOW SHE'S GOT MORE THAN SHE CAN USE, AND SHE'S OFF TO BUY HER CONVERTER, BUT SHE FEARS THE COUPON SYSTEM WILL LEAVE OTHER VIEWERS IN THE DARK.

JACALYN MERCER: "NINETY DAYS IS STILL NOT FAIR TO THE CONSUMER. THOSE REFUND CARDS SHOULD BE GOOD THROUGH THE WHOLE TRANSITION."

IF YOU WANT TO REQUEST YOUR COUPON YOU CAN GET THE LINK FROM OUR WEBSITE.

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:

ON JANUARY 15, 2008 WE LAUNCHED A DTV TRANSITION PAGE ON WSVN.COM

BELOW IS A COPY OF THE MATERIAL THAT POSTED ON THAT PAGE:

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 DIGITAL TELEVISION.

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](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

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.

DTV Quarterly Activity Status Report

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

FOR MORE ANSWERS TO FREQUENTLY ASKED QUESTIONS, PLEASE VISIT THE FCC'S FAQ-CONSUMER CORNER WEBSITE AT [HTTP://WWW.DTV.GOV/CONSUMERCORNER](http://WWW.DTV.GOV/CONSUMERCORNER)

Additional DTV Outreach Efforts -- Last Quarter	
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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:

Other (describe)

Comments:

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 DEISY BERMUDEZ
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Signature DEISY BERMUDEZ	Date (mm/dd/yyyy) 01/06/2009
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