

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 251830**

**Description: 388 DTV QUARTERLY REPORT WSVN 4-2-09**  
**Application Reference Number: 20090402AJL**  
**Successfully filed at Apr 2 2009 12:08PM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				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	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: 03/31/2009					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	225
Total 5:00 a.m. to 1:00 a.m. CSTs	321
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	63
Total 6:00 a.m. to 9:00 a.m. CSTs	107
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	65
Total 6:00 p.m. to 11:35 p.m. CSTs	80
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 June 12, 2009.

Total number of 30 Minute Informational Programs

0

Comments:

**100-Day Countdown Eligible Pieces - Last Quarter**

Beginning on March 4, 2009, 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 June 12, 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*

0

*Graphic and Audio Displays*

28

*Longer Form Reminders*

Comments:

COUNTDOWN TO DTV PROMOS WERE PRODUCED USING OUR STATION'S MAIN ANCHORS.

**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:

NEWS REPORTS AIRED.

**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

 Yes  No

or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

**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 JUNE 12, 2009 (NEW TRANSITION DATE /ORIGINAL DATE: 2/17/09) YOUR TV MAY STOP RECEIVING TELEVISION PROGRAMMING!

DIGITAL TELEVISION (DTV) TRANSITION:

ON JUNE 12, 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 JUNE 12, 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.

O 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.

O 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](http://WWW.DTV.GOV)

FOX DIVERSITY DEVELOPMENT - [WWW.FOX.COM/DIVERSITY](http://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 JUNE 12, 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 JUNE 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](http://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)

<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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.	
<input type="checkbox"/> Speaking Engagements	
Comments:	
<input type="checkbox"/> Community Events	
Comments:	
<input type="checkbox"/> 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
Signature DEISY BERMUDEZ	Date (mm/dd/yyyy) 04/02/2009

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).

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