

# **Federal Communications Commission**

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

**Description: FCC 388 DTV QUARTERLY ACTIVITY**  
**STATION REPORT (2ND QUARTER 2009)**  
**Application Reference Number: 20090702ACT**  
**Successfully filed at Jul 2 2009 5:11PM**

**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 (June 2009)	FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>		FOR COMMISSION USE ONLY FILE NO. -	
Licensee SUNBEAM TELEVISION CORPORATION			
Call Sign WSVN	Facility Id 63840	Previous Call Sign (if applicable)	
Community of License			
City MIAMI	State FL	County MIAMI-DADE	Zip Code 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: 06/30/2009			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="checkbox"/> Option One (A and D) <input checked="" type="checkbox"/> Option Two (B and D) <input type="checkbox"/> Option Three (C and D)			
Over the past quarter, if you have fully complied with the requirements of the selected option?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)? If YES, Complete Section E	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<b>Simulcasting:</b>			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?  If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

your primary Digital stream.	
<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 Countdown piece per day during the 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 Ticketers (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	199
Total 5:00 a.m. to 1:00 a.m. CSTs	396
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	48
Total 6:00 a.m. to 9:00 a.m. CSTs	159
For stations located in the Atlantic, 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	61
Total 6:00 p.m. to 11:35 p.m. CSTs	85

11:35 p.m. CSTs	
For stations located in the Alaskan, 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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1
Comments: THE NAB DTV SPECIAL AIRED ON SUNDAY, JUNE 7, 2009 AT 11:30P	

### Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
72	<i>Longer Form Reminders</i>
Comments: COUNTDOWN TO DTV PROMOS WERE PRODUCED USING OUR STATION'S MAIN ANCHORS.	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, 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 STATION AIRED MULTIPLE NEWS PACKAGES LIVE AND AT DIFFERENT HELP CENTER LOCATIONS REGARDING THE DTV TRANSITION DATE.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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 FEBRUARY 15,2008, WSVN LAUNCHED A DTV TRANSITION WEBPAGE	

ON OUR WEBSITE.

THE FOLLOWING IS THE INFORMATION CONTAINED ON THIS PAGE:  
ON JUNE 12, 2009 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:

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).

OBTAIN A DIGITAL TELEVISION.

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](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 JUNE 12, 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)

**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:

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

Signature

Date (mm/dd/yyyy)

DEISY BERMUDEZ

07/02/2009

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).

**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](mailto: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.**