

Federal Communications Commission

FCC MB - CDBS Electronic Filing
Account number: 801845

Description: WOGX 2Q 2008 FORM 388
Application Reference Number: 20080707AKL
Successfully filed at Jul 7 2008 9:40PM

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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. -20080707AKL	
Licensee FOX TELEVISION STATIONS, INC.			
Call Sign WOGX	Facility Id 70651	Previous Call Sign (if applicable)	
Community of License			
City OCALA	State FL	County MARION	Zip Code 34474 -
Nielsen DMA GAINESVILLE	World Wide Web Home Page Address WWW.WOGX.COM	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	51		
<input checked="" type="checkbox"/> Digital	31		
Report reflects information for quarter ending: 06/30/2008			
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 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	265
Total 5:00 a.m. to 1:00 a.m. CSTs	256

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	24
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	82
Total 6:00 p.m. to 11:35 p.m. CSTs	65

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
0	Graphic and Audio Displays
0	Longer Form Reminders

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: DTV TRANSITION LOCAL NEWS STORIES WOGX	

APRIL - JUNE 2008

DATE TIME DURATION EVENT DETAILS

04/09/08 11:15 PM :25 DIGITAL TV COUPONS NEXT, YOUR ANALOG TELEVISIONS ARE GOING AWAY SO THE GOVERNMENT WANTS TO HELP YOU WITH A SMOOTH TRANSITION. FOX 35 IS MAKING IT EASIER FOR YOU, GIVING YOU ACCESS TO A \$40 COUPON FOR A CONVERTER BOX ON LINE AT MYFOXORLANDO.COM

04/10/08 5:46 AM :30 DIGITAL TV COUPONS NEXT, YOUR ANALOG TELEVISIONS ARE GOING AWAY SO THE GOVERNMENT WANTS TO HELP YOU WITH A SMOOTH TRANSITION. FOX 35 IS MAKING IT EASIER FOR YOU, GIVING YOU ACCESS TO A \$40 COUPON FOR A CONVERTER BOX ON LINE AT MYFOXORLANDO.COM

04/10/08 6:56 AM :30 DIGITAL TV COUPONS NEXT, YOUR ANALOG TELEVISIONS ARE GOING AWAY SO THE GOVERNMENT WANTS TO HELP YOU WITH A SMOOTH TRANSITION. FOX 35 IS MAKING IT EASIER FOR YOU, GIVING YOU ACCESS TO A \$40 COUPON FOR A CONVERTER BOX ON LINE AT MYFOXORLANDO.COM

04/11/08 5:42 AM :35 DIGITAL TV FINES THREE MAJOR RETAILERS ARE FACING BIG TIMES FINES FOR NOT PROPERLY LABELING ANALOG TELEVISION EQUIPMENT AND SETS. IT'S PART OF THE NEW DIGITAL TV CONVERSION PROGRAM THAT GOES INTO PLACE NEXT FEBRUARY.

04/11/08 6:43 AM :40 DIGITAL TV FINES THREE MAJOR RETAILERS ARE FACING BIG TIMES FINES FOR NOT PROPERLY LABELING ANALOG TELEVISION EQUIPMENT AND SETS. IT'S PART OF THE NEW DIGITAL TV CONVERSION PROGRAM THAT GOES INTO PLACE NEXT FEBRUARY.

04/17/08 10:16 PM :20 DIGITAL TV COUPONS A REMINDER TO VIEWERS: ANALOG SIGNAL GOES OUT NEXT YEAR. YOU CAN GET A \$40 GOVERNMENT COUPON TO COVER THE CONVERTER COSTS. WE HAVE LINK ON MYFOXORLANDO.COM

04/24/08 10:32 PM :20 DIGITAL TV COUPONS WHY VIEWERS MIGHT WANT TO USE THEIR TAX REBATE TO BUY A DIGITAL CONVERTER BOX FOR THEIR TVS. WE ASKED THEM TO LINK TO OUR WEBSITE WHICH EXPLAINS THE CHANGE NEXT YEAR... AND SHOWS THEM COUPONS FOR THE CONVERSION.

05/14/08 5:56 PM 2:10 DIGITAL CONVERSION PROBLEMS WHY CONVERSION BOXES WON'T HELP EVERYONE WHO NEEDS THEM.

05/14/08 10:00 PM 2:10 DIGITAL CONVERSION PROBLEMS WHY CONVERSION BOXES WON'T HELP EVERYONE WHO NEEDS THEM.

05/28/08 5:40 PM 2:00 DIGITAL CONVERSION: WAYS TO CHANGE WAYS TO PREPARE FOR THE CHANGE. YOUR PORTABLE TV NEAR THE POOL OR FOR HURRICANES AREN'T GOING TO BE READY WITHOUT A CONVERSION BOX

06/06/08 5:45 PM 2:35 HDTV ANTENNAS WHY SO MANY PEOPLE ARE GETTING RID OF THEIR CABLE BOXES AND SATELLITE DISHES AND USING HDTV ANTENNAS.

06/06/08 10:23 PM 2:35 HDTV ANTENNAS WHY SO MANY PEOPLE ARE GETTING RID OF THEIR CABLE BOXES AND SATELLITE DISHES AND USING HDTV ANTENNAS.

06/11/08 10:40 PM 2:16 DTV COUPONS GETTING READY FOR THE BIG DIGITAL CHANGE OVER NEXT FEBRUARY DOESN'T MEAN YOU HAVE TO BUY A NEW TV. IT JUST MEANS YOU HAVE TO BUY THE RIGHT EQUIPMENT. ALEXIS BRITO EXPLAINS.

06/12/08 5:49 AM :45 DTV COUPONS GETTING READY FOR THE BIG DIGITAL CHANGE OVER NEXT FEBRUARY DOESN'T MEAN YOU HAVE TO BUY A NEW TV. IT JUST MEANS YOU HAVE TO BUY THE RIGHT EQUIPMENT. ALEXIS BRITO EXPLAINS.

06/12/08 8:40 AM 2:16 DTV COUPONS GETTING READY FOR THE BIG DIGITAL CHANGE OVER NEXT FEBRUARY DOESN'T MEAN YOU HAVE TO BUY A NEW TV. IT JUST MEANS YOU HAVE TO BUY THE

RIGHT EQUIPMENT. ALEXIS BRITO EXPLAINS.

06/12/08 5:15 PM 2:16 DTV COUPONS GETTING READY FOR THE BIG DIGITAL CHANGE OVER NEXT FEBRUARY DOESN'T MEAN YOU HAVE TO BUY A NEW TV. IT JUST MEANS YOU HAVE TO BUY THE RIGHT EQUIPMENT. ALEXIS BRITO EXPLAINS.

06/20/08 5:40 PM 2:15 DIGITAL CONVERTER BOXES A COMPARISON OF WHAT THE DIFFERENT DIGITAL CONVERSION BOXES DO... WHICH IS BEST FOR YOU.

06/23/08 8:25 AM 2:15 DIGITAL CONVERTER BOXES A COMPARISON OF WHAT THE DIFFERENT DIGITAL CONVERSION BOXES DO ... WHICH IS BEST FOR YOU.

06/27/08 5:47 PM 1:49 DIGITAL TV CONVERTER BOXES NOW THAT YOU'VE RECEIVED YOUR \$40 COUPON AND BOUGHT YOUR DIGITAL CONVERTER BOX, WE SHOW YOU HOW TO CONNECT IT WITH THE HELP OF EXPERTS. IF YOU STILL HAVE QUESTIONS, LOG ON TO MYFOXORLANDO.COM TO SEE A COPY OF OUR REPORT.

6/27/08 10:51 PM 1:49 DIGITAL TV HOOK IT UP NOW THAT YOU'VE RECEIVED YOUR \$40 COUPON AND BOUGHT YOUR DIGITAL CONVERTER BOX, WE SHOW YOU HOW TO CONNECT IT WITH THE HELP OF EXPERTS. IF YOU STILL HAVE QUESTIONS, LOG ON TO MYFOXORLANDO.COM TO SEE A COPY OF OUR REPORT.

6/28/08 10:24 PM 1:50 E-WASTE NO MATTER HOW MUCH YOU LOVE THAT NEW TV, COMPUTER OR VIDEO GAME, ONE DAY IT WILL BE OBSOLETE. THE DELUGE OF SO CALLED E-WASTE WILL ONLY INCREASE WHEN BROADCASTERS NEXT FEBRUARY SWITCH TO DIGITAL TRANSMISSION, OUTDATING OLDER ANALOG SETS.

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:
 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](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.	
<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
Signature	Date (mm/dd/yyyy)
STAN KNOTT	VP, GENERAL MANAGER 07/07/2008

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.