

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20080708AMY	
Licensee THE DISTRICT BOARD OF TRUSTEES, PENSACOLA JUNIOR COLLEGE			
Call Sign WSRE	Facility Id 17611		Previous Call Sign (if applicable)
Community of License			
City	State	County	Zip Code
PENSACOLA	FL	ESCAMBIA	32504 -
Nielsen DMA MOBILE-PENSACOLA (FT WALT)	World Wide Web Home Page Address WWW.WSRE.ORG		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	23		
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 type="radio"/> Option Two (B and D) <input checked="" 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 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?	<input checked="" type="radio"/> Yes <input type="radio"/> 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 0

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.

Yes No

Comments:

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:

WEBSITE WAS UPDATED EXTENSIVELY WITH VERY COMPREHENSIVE INFORMATION PERTAINING TO ALL ASPECTS OF THE SWITCH TO DIGITAL (MYTHS & FACTS, FAQ'S, HOW TO SELECT A DIGITAL TV, HOW TO WATCH DIGITAL TV, INFORMATION ABOUT WSRE'S DIGITAL OFFERINGS, AND CONVERTER BOX INFORMATION). WE ALSO ADDED VIDEO OF OUR ON-AIR DTV TRANSITION SPOTS.

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:

DTV TRANSITION MESSAGE IS ROUTINELY INCORPORATED IN PRESENTATIONS TO VARIOUS ORGANIZATIONS INCLUDING BOARDS OF DIRECTORS, MEMBER/DONOR EVENTS AND MEETINGS, ROTARY AND OTHER CIVIC GROUP PRESENTATIONS.

Community Events

Comments:

WSRE CO-SPONSORED A LOCAL WOMEN'S EXPOSITION INCLUDING A PROMINENT BOOTH FEATURING INFORMATION ABOUT THE DTV TRANSITION. DISPLAY INCLUDED A WORKING TV WITH CONVERTER BOX AND AN ANALOG TV TO ILLUSTRATE THE DIFFERENCES. INFORMATION PACKETS AND OTHER FLYERS/INFO WERE PROVIDED TO ATTENDEES.

Other (describe)

Comments:

INFORMATION IS ROUTINELY PROVIDED IN THE STATION'S MONTHLY VIEWER GUIDE AND THROUGH MAILINGS TO WSRE'S 4000 MEMBERS. INFORMATION AND UPDATES ARE ALSO DISTRIBUTED TO THE LICENSEE'S EMPLOYEES REGULARLY.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

THE TRANSITION HAS BEEN INCORPORATED INTO THE STATION'S STRATEGIC PLANS AND MARKETING EFFORTS. IT IS A KEY COMPONENT OF WSRE'S ON-AIR AND PRINT MARKETING CAMPAIGNS, AND FOCUSES ON 1)PROVIDING INFORMATION ON THE TECHNICAL ASPECT OF THE TRANSITION AND THE OPPORTUNITIES FOR VIEWERS TO ACCESS THE GOVERNMENT'S COUPON PROGRAM, 2)CORRECTING MISINFORMATION ABOUT THE TRANSITION, AND 3)OFFERING THE STATION AS A CONTINUING SOURCE OF ACCURATE AND TIMELY INFORMATION REGARDING THE TRANSITION.

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 PRESIDENT, PENSACOLA JUNIOR COLLEGE
Signature DR. EDWARD MEADOWS	Date (mm/dd/yyyy) 06/25/2008

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).

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