

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WSIU TV, WSIU DT

Report reflects information for quarter ending (mm/dd/yy)

March 31, 2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D)

Option Two (B and D)

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

Yes No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign WSIU-TV/DT	Channel Numbers		Community of License			
	Analog	8 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	40 <input checked="" type="checkbox"/>	Carbondale	IL	Jackson	62901
Licensee Board of Trustees Southern Illinois University						
Above, circle the Channel Number(s) to which this form applies. 8 and 40			Nielsen DMA Paducah, KY-Cape Girardeau, MO	World Wide Web Home Page Address www.wsiu.org		
Facility ID Number 4297	Previous Call Sign (if applicable) N/A		License Renewal Expiration Date (mm/dd/yy) 12/01/2013			

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?

Yes 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

WSIU aired one 30-minute show but will air more shows before 2009

Comments (add additional sheets where necessary):
Aired DTV awareness spots on HDTV per the attached schedule for the period 1/1/2008 to 3/31/2008

WSIU Channel 8 Log Performance Report (PRM)

Report date: 04/02/2008 From: 01/01/2008 To: 03/31/2008

DTV/NAB #2 (:30) (REVOLUTION) FREE OTA TV 12/12/07 17-03 LP

This item appeared 103 times between 01/01/2008 and 03/31/2008.

Tue 01/01/2008 at 17:28:16
Tue 01/01/2008 at 21:57:46
Thu 01/03/2008 at 18:58:33
Fri 01/04/2008 at 23:57:53
Sun 01/06/2008 at 22:57:41
Tue 01/08/2008 at 20:57:16
Wed 01/09/2008 at 19:57:23
Wed 01/09/2008 at 23:58:53
Fri 01/11/2008 at 19:58:48
Sat 01/12/2008 at 20:56:50
Sun 01/13/2008 at 11:28:23
Sun 01/13/2008 at 13:57:39
Sun 01/13/2008 at 16:28:53
Sun 01/13/2008 at 19:57:37
Mon 01/14/2008 at 21:57:26
Tue 01/15/2008 at 20:57:09
Wed 01/16/2008 at 21:56:46
Thu 01/17/2008 at 19:58:48
Sat 01/19/2008 at 11:27:23
Sat 01/19/2008 at 12:59:03
Sat 01/19/2008 at 15:57:53
Sat 01/19/2008 at 19:58:18
Sun 01/20/2008 at 11:57:27
Sun 01/20/2008 at 15:58:53
Sun 01/20/2008 at 17:58:48
Sun 01/20/2008 at 18:57:48
Mon 01/21/2008 at 19:55:53
Tue 01/22/2008 at 17:04:30
Tue 01/22/2008 at 21:58:16
Wed 01/23/2008 at 19:57:53
Thu 01/24/2008 at 20:58:23
Fri 01/25/2008 at 19:28:53
Fri 01/25/2008 at 22:28:53
Sat 01/26/2008 at 13:58:53
Sat 01/26/2008 at 14:58:53
Sat 01/26/2008 at 16:58:53
Sat 01/26/2008 at 22:28:23
Sun 01/27/2008 at 10:58:48
Sun 01/27/2008 at 13:58:53
Sun 01/27/2008 at 21:28:23
Mon 01/28/2008 at 17:04:30
Mon 01/28/2008 at 21:58:53
Tue 01/29/2008 at 04:58:23
Tue 01/29/2008 at 17:04:30
Tue 01/29/2008 at 20:58:53
Wed 01/30/2008 at 19:58:23
Thu 01/31/2008 at 20:58:23
Fri 02/01/2008 at 19:57:53
Sat 02/02/2008 at 12:28:53
Sat 02/02/2008 at 13:58:19
Sat 02/02/2008 at 17:29:03
Sat 02/02/2008 at 19:58:18
Sun 02/03/2008 at 11:57:51
Sun 02/03/2008 at 16:27:53
Sun 02/03/2008 at 19:57:53
Sun 02/03/2008 at 22:56:24
Mon 02/04/2008 at 04:58:53
Mon 02/04/2008 at 17:05:00
Mon 02/04/2008 at 19:58:53
Thu 02/07/2008 at 20:58:52
Fri 02/08/2008 at 19:57:23
Fri 02/08/2008 at 22:28:53
Sat 02/09/2008 at 12:58:38
Sat 02/09/2008 at 15:28:48
Sat 02/09/2008 at 17:57:58
Sat 02/09/2008 at 18:57:23
Sun 02/10/2008 at 10:58:38

Sun 02/10/2008 at 13:58:53
Sun 02/10/2008 at 16:28:53
Sun 02/10/2008 at 18:58:38
Sun 02/10/2008 at 23:58:53
Mon 02/11/2008 at 21:57:33
Tue 02/12/2008 at 17:05:00
Tue 02/12/2008 at 19:57:56
Wed 02/13/2008 at 20:56:59
Thu 02/14/2008 at 20:58:38
Fri 02/15/2008 at 18:57:39
Fri 02/15/2008 at 22:27:53
Sat 02/16/2008 at 12:58:33
Sun 02/17/2008 at 23:45:43
Mon 03/03/2008 at 17:04:20
Wed 03/05/2008 at 17:04:20
Sat 03/08/2008 at 10:28:46
Mon 03/10/2008 at 23:58:23
Fri 03/14/2008 at 23:27:46
Mon 03/17/2008 at 17:04:20
Mon 03/17/2008 at 21:27:38
Tue 03/18/2008 at 19:56:42
Tue 03/18/2008 at 23:59:08
Wed 03/19/2008 at 17:58:03
Wed 03/19/2008 at 19:58:18
Thu 03/20/2008 at 17:04:50
Thu 03/20/2008 at 23:57:45
Fri 03/21/2008 at 04:58:53
Fri 03/21/2008 at 19:27:54
Sat 03/22/2008 at 11:57:08
Sun 03/23/2008 at 21:58:48
Tue 03/25/2008 at 19:55:16
Wed 03/26/2008 at 17:04:20
Thu 03/27/2008 at 18:58:34
Fri 03/28/2008 at 20:57:38
Sat 03/29/2008 at 19:58:18
Mon 03/31/2008 at 04:56:20

DTV/NAB ACTION SPOT #3 (:15) THE FUTURE IS HERE 17-54 LP

This item appeared 2 times between 01/01/2008 and 03/31/2008.
Fri 03/21/2008 at 17:29:08
Sat 03/29/2008 at 15:28:53

DTV/NAB ACTION SPOT #3 (:30) THE FUTURE IS HERE 17-42 LP

This item appeared 3 times between 01/01/2008 and 03/31/2008.
Mon 01/07/2008 at 21:58:18
Sun 03/30/2008 at 19:58:39
Mon 03/31/2008 at 19:57:08

DTV/NAB ACTION SPOT #4 (:15) JUST A BOX 17-58 PR

This item appeared 1 time between 01/01/2008 and 03/31/2008.
Wed 02/27/2008 at 17:04:20

DTV/NAB ACTION SPOT #4 (:30) JUST A BOX 17-56 LP

This item appeared 1 time between 01/01/2008 and 03/31/2008.
Sat 03/22/2008 at 12:57:49
Thu 03/27/2008 at 21:58:53
Sat 03/29/2008 at 21:54:27

DTV/NAB ACTION SPOT #5 (:30) DIGITAL IS IN THE AIR 17-60 LP

This item appeared 6 times between 01/01/2008 and 03/31/2008.
Fri 03/21/2008 at 18:58:08
Fri 03/21/2008 at 23:57:23
Sat 03/22/2008 at 17:57:20
Sun 03/23/2008 at 23:58:54
Sat 03/29/2008 at 11:29:03
Mon 03/31/2008 at 21:57:38

DTV/PBS #1 (1:00) COUPON/ XMISSN W/ KEVIN/NORM 17-61 LP

This item appeared 19 times between 01/01/2008 and 03/31/2008.
Sun 03/02/2008 at 23:56:53
Thu 03/06/2008 at 23:58:03
Sat 03/08/2008 at 12:28:23
Mon 03/10/2008 at 17:58:23
Sat 03/15/2008 at 13:57:23
Wed 03/19/2008 at 21:53:07
Fri 03/21/2008 at 22:27:23
Sat 03/22/2008 at 14:58:18
Sat 03/22/2008 at 21:56:30
Sun 03/23/2008 at 15:57:33
Mon 03/24/2008 at 04:58:23
Mon 03/24/2008 at 22:28:24
Tue 03/25/2008 at 17:03:50
Wed 03/26/2008 at 19:55:48
Fri 03/28/2008 at 04:55:13
Fri 03/28/2008 at 23:27:57
Sat 03/29/2008 at 13:27:53
Sun 03/30/2008 at 13:56:22
Mon 03/31/2008 at 17:03:50

DTV/PBS #1 (:30) COUPON W/ KEVIN/NORM 17-44 LP

This item appeared 27 times between 01/01/2008 and 03/31/2008
Wed 02/27/2008 at 19:57:53
Thu 02/28/2008 at 23:58:53
Fri 02/29/2008 at 21:28:43
Wed 03/05/2008 at 17:22:50
Thu 03/06/2008 at 17:05:55
Fri 03/07/2008 at 21:28:27
Tue 03/11/2008 at 18:59:03
Wed 03/12/2008 at 04:58:53
Fri 03/14/2008 at 23:58:23
Sat 03/15/2008 at 10:29:21
Sat 03/15/2008 at 12:27:53
Sun 03/16/2008 at 23:59:03
Tue 03/18/2008 at 17:04:50
Tue 03/18/2008 at 21:58:06
Wed 03/19/2008 at 05:29:08
Sat 03/22/2008 at 18:58:23
Sun 03/23/2008 at 18:58:39
Mon 03/24/2008 at 18:58:03
Tue 03/25/2008 at 04:58:21
Tue 03/25/2008 at 21:57:54
Wed 03/26/2008 at 23:58:23
Thu 03/27/2008 at 04:57:23
Thu 03/27/2008 at 17:04:20
Thu 03/27/2008 at 19:57:24
Fri 03/28/2008 at 18:57:53
Sun 03/30/2008 at 18:27:53
Sun 03/30/2008 at 21:27:33

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 (add additional sheets where necessary):
WSIU plans to air additional 30 minutes shows and informational shows on the local weekly magazine shows from now until February 2009.

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 (add additional sheets where necessary):
Provide DTV Transition Countdown, downloadable fact sheet "The Digital Switch: What You Need to Know", online resources web links for dtv2009.gov, www.dtv.gov, dtvanswers.com and dtvtransition.org. WSIU provides two staff contacts for more information for signal reception, conversion and TV programming.

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 (add additional sheets where necessary):
Carbondale Kiwanis Club DTV presentation on 2/24/2008

Community Events

Comments (add additional sheets where necessary):
DTV powerpoint/HD TV display demo & Q& A sessions w/Friends Board Members 1/17/2008

Other (describe)

Comments (add additional sheets where necessary):
DTV powerpoint/HD TV display demo & Q& A sessions for staff 1/08/2008 & 1/29/2008

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

Comments (add additional sheets where necessary):

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 Glen Poshard	Typed or Printed Title of Person Signing President
Signature <input checked="" type="checkbox"/>	Date 4/9/2008

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