

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. BDERET-20090109ALG	
Licensee WJCT, INC.					
Call Sign WJCT		Facility Id 73130		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
JACKSONVILLE		FL	DUVAL		32202 -
Nielsen DMA JACKSONVILLE		World Wide Web Home Page Address WWW.WJCT.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	7				
<input type="checkbox"/> Digital					
Report reflects information for quarter ending: 12/31/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" 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 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
<b>30 Minute Educational Programs - Last Quarter</b>	
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 3	
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, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WJCT, ALONG WITH ALL OF THE OTHER AREA BROADCAST STATIONS CONDUCTED A SOFT ANALOG SHUTDOWN TEST WHICH WAS PROMOTED WITH ON-AIR TV AND RADIO SPOTS. A LOWER THIRD AIRED AFTER THE TEST DIRECTING VIEWERS TO CALL WITH QUESTIONS. WJCT HOSTED THE PHONEBANK TO ANSWER THESE QUESTIONS REGARDING DTV AND THE ANALOG SHUTDOWN. OVER 2000 VIEWER CALLS WERE ANSWERED.	
<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: THE WJCT WEBSITE PROMINENTLY FEATURES A "DTV COUNTDOWN CLOCK" WITH A LINK TO THE DTV ANSWERS WEBSITE AND DTV CONVERTER COUPON PROGRAM.	
<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 checked="" type="checkbox"/> Community Events  Comments: WJCT ENGINEERING STAFF PROVIDED A DTV DEMONSTRATION AND Q & A SESSION FOR 500 PEOPLE IN PARTNERSHIP WITH THE CITY'S DEPARTMENT OF ELDERLY AFFAIRS.	
<input checked="" type="checkbox"/> Other (describe)  Comments: HOSTED THE DTV ROAD SHOW, ANTENNA DIRECT AND COMCAST WHICH WAS FREE AND OPEN TO THE PUBLIC. NEARLY 500 PEOPLE VISITED THE EXHIBIT AND IT WAS WIDELY COVERED BY THE LOCAL NEWS STATIONS.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments: IN ADDITION TO THE ON-AIR CONSUMER EDUCATION EFFORTS, WJCT CONDUCTED A HANDS-ON DTV WORKSHOP IN CONJUNCTION WITH THE STATION'S 50TH ANNIVERSARY OPEN HOUSE WHICH ATTRACTED OVER 2,500 ATTENDEES. IN ADDITION WJCT DEVOTED 2 FULL PAGES OF THE JULY/AUGUST AND SEPTEMBER/OCTOBER ISSUES OF THE WJCT MAGAZINE TO DTV CONSUMER INFORMATION AND EDUCATION. WJCT ALSO CONTINUES TO PROVIDE DTV INFORMATION AND LINKS ON THE WJCT WEBSITE.	

<b>Station Certification</b>	
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/CEO

Signature  
MICHAEL T. BOYLAN

Date (mm/dd/yyyy)  
01/09/2009

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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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.**

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 59439**

**Description: WJCT-TV 4TH QTR ACTIVITY REPORT**  
**Application Reference Number: 20090109ALG**  
**Successfully filed at Jan 9 2009 2:40PM**

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

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