

Federal Communications Commission

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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. -	
Licensee MAPALE LLC					
Call Sign WGEN-TV		Facility Id 27387		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
KEY WEST		FL	MONROE		33040 -
Nielsen DMA MIAMI-FT. LAUDERDALE		World Wide Web Home Page Address WWW.WGENTV.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	08				
<input checked="" type="checkbox"/> Digital	12				
Report reflects information for quarter ending: 09/30/2008					
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	251
Total 5:00 a.m. to 1:00 a.m. CSTs	273

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	85
Total 6:00 a.m. to 9:00 a.m. CSTs	93

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	99
Total 6:00 p.m. to 11:35 p.m. CSTs	91

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	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0

Comments:

ALL OF WGEN-TV'S PSA'S ARE SPANISH-LANGUAGE. THE STATION AIRED A COMBINATION OF SPANISH-LANGUAGE NAB PSA'S AND LOCALLY PRODUCED PSA'S.
 THE TEXT OF THE STATION'S CRAWL DURING THIRD QUARTER WAS: "LA FORMA ANTIGUA DE ENVIAR LA SEÑAL DE TELEVISIÓN POR AIRE ESTÁ CAMBIANDO. LAS ESTACIONES LOCALES DE ALTA POTENCIA QUE OFRECEN TELEVISIÓN POR AIRE ESTÁN CAMBIANDO EL SISTEMA VIEJO, CONOCIDO COMO "ANÁLOGO" A UN SISTEMA NUEVO CONOCIDO COMO "DIGITAL". EL GOBIERNO DE LOS ESTADOS UNIDOS HA ESTABLECIDO LA FECHA DEL 17 DE FEBRERO DE 2009 PARA QUE LAS ESTACIONES DEL PAÍS DEJEN DE TRANSMITIR SUS PROGRAMAS CON LA TECNOLOGÍA ANÁLOGA Y COMIENCEN A TRANSMITIR SU PROGRAMACIÓN DIGITAL
 PUEDES RECIBIR HASTA DOS CUPONES, DE \$40 CADA UNO, QUE TE AYUDARÁN A PAGAR POR LOS CONVERTIDORES. LA INFORMACIÓN SOBRE EL PROGRAMA DE CUPONES ESTARÁ DISPONIBLE DE PARTE DEL DEPARTAMENTO DE COMERCIO DE LOS ESTADOS UNIDOS A PARTIR DEL 1 DE ENERO DEL 2008. CADA HOGAR PUEDE SOLICITAR HASTA DOS CUPONES PARA LOS CONVERTIDORES, LOS CUALES COSTARÁN ENTRE \$50 Y \$75 CADA UNO. LOS CUPONES SERÁN ENVIADOS POR CORREO, Y TENDRÁS APROXIMADAMENTE TRES MESES PARA CANJEARLOS. MÁS INFORMACIÓN SOBRE EL PROGRAMA DE CUPONES DEL GOBIERNO ESTÁ DISPONIBLE EN EL SITIO [HTTP://WWW.DTV.GOV/SPANISH/INDEX.HTML](http://www.dtv.gov/spanish/index.html), O LLAMANDO GRATIS AL 1-888-DTV-2009."

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	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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: THE STATION ROUTINELY AIRS A SPECIAL SEGMENT DURING OUR DAILY LOCAL NEWS ADVISING THE COMMUNITY ABOUT HOW THEY CAN GET THE COUPONS AND HOW THEY CAN CONNECT THE CONVERTER BOX TO THE TELEVISION SET. WE ALSO FEATURE INTERVIEWS WITH COMMUNITY MEMBERS DISCUSSING THE DTV TRANSITION AND THEIR PREPAREDNESS.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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 STATION MANAGER
Signature	Date (mm/dd/yyyy)

JACQUES COMBEAU

10/10/2008

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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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.

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