

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090406AJN	
Licensee PACIFIC AND SOUTHERN COMPANY, INC.					
Call Sign WTSP		Facility Id 11290		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
ST. PETERSBURG		FL	PINELLAS		33702 -
Nielsen DMA TAMPA-ST. PETE (SARASOTA)		World Wide Web Home Page Address WWW.10CONNECTS.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	10				
<input checked="" type="checkbox"/> Digital	24				
Report reflects information for quarter ending: 03/31/2009					
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	208
Total 5:00 a.m. to 1:00 a.m. CSTs	372
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	27
Total 6:00 a.m. to 9:00 a.m. CSTs	75
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	106

Total 6:00 p.m. to 11:35 p.m. CSTs	105
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:	

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 June 12, 2009.	
Total number of 30 Minute Informational Programs	1
Comments: NAB-PRODUCED DTV SPECIAL AIRED AT 12NOON ON SUNDAY, JANUARY 25, 2009	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
49	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
68	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: COUNTDOWN GRAPHICS AND GRAPHIC/AUDIO DISPLAYS AIRED FROM JANUARY 1, 2009, UNTIL THE DATE OF THE TRANSITION MOVED TO JUNE 12, 2009.	

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: THROUGHOUT THE FIRST QUARTER OF 2009, 10CONNECTS AIRED A NUMBER OF DTV TRANSITION RELATED REPORTS WITHIN ALL OF OUR NEWSCASTS. TOPICS INCLUDED THE IMPORTANCE OF PURCHASING AND INSTALLING A CONVERTER BOX, THE VITAL ROLE ANTENNAS PLAY IN RECEPTION OF DTV SIGNALS, THE CONFUSION OVER THE DATE CHANGE FOR THE DTV TRANSITION, AND LOCAL OUTREACH EFFORTS IN PLACE TO AID THE VULNERABLE MINORITY AND ELDERLY POPULATIONS THROUGH THE DTV TRANSITION. VIEWERS WERE DIRECTED TO THE STATION WEBSITE FOR IMPORTANT LINKS TO DTV-RELATED WEBSITES. ADDITIONALLY, STATION PERSONNEL, KNOWLEDGABLE IN THE TECHNICAL ISSUES ASSOCIATED WITH THE DTV TRANSITION STAFFED PHONE BANKS IN CONJUNCTION WITH TAMPA/ST. PETERSBURG MARKET-WIDE DTV TESTS ON JANUARY 6TH, 12TH, 17TH AND 21ST, AND FEBRUARY 13TH. IN ADVANCE OF EACH OF THESE MARKET-WIDE TESTS, EXTENSIVE NEWS COVERAGE WAS GIVEN TO THE UPCOMING TEST. ANOTHER PIECE OF OUR ON-AIR OUTREACH WAS THE AIRING OF 424 DTV PSA'S ON OUR DIGITAL "10 WEATHER NOW" CHANNEL DURING THE QUARTER.	
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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments: DTV EDUCATION PAGE WITH COUNTDOWN (UNTIL THE TRANSITION DATE CHANGED) AND LINKS TO TRANSITION WEBSITES	
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 checked="" type="checkbox"/> Speaking Engagements Comments: THE 10 CONNECTS OPERATIONS DIRECTOR ADDRESSED DTV-RELATED QUESTIONS FROM THE POLK COUNTY COMMISSION DURING THEIR MEETING ON FEBRUARY 4, 2009.	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: MAINTAINED A DTV HELPLINE THAT OFFERED ONE ON ONE HELP TO OVER 190 CALLERS THROUGHOUT THE QUARTER. INCLUDED DTV TRANSITION PSA'S ON THE 10CONNECTS WEBSITE	
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 SECRETARY
Signature TODD A. MAYMAN	Date (mm/dd/yyyy) 04/06/2009

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).

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,