

# 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](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)

WMSN

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

03/31/08

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  WMSN	Channel Numbers		Community of License			
	Analog	47 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	47-1 <input checked="" type="checkbox"/>	MADISON	WI	DANE	53719
Licensee WMSN LICENSEE, LLC						
Above, circle the Channel Number(s) to which this form applies.  This applies to both our analog & digital channels			Nielsen DMA  85	World Wide Web Home Page Address  WWW.fox47.com		
Facility ID Number  10221	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)  12/01/2005			

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes       No

**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

75

Total 5:00 a.m. to 1:00 a.m. CSTs

5

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

0

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

0

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

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

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

12

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

2

Comments (add additional sheets where necessary):

See attached

**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
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Comments (add additional sheets where necessary):

**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?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

*Graphic and Audio Displays*

\_\_\_\_\_

*Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):

**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

Comments (add additional sheets where necessary):

**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):  
News story during WMSN's 1/29/08 9pm newscast about the WBA news conference announcing the Big Switch.  
News story during WMSN's 2/13/08 9pm newscast about how seniors are confused about the Big Switch.  
News story during WMSN's 3/26/08 9pm newscast about WBA DTV Forum.

**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):  
WMSN DTV Web page includes FAQ, reception tips and directions, DTV transition information with links to many sites including dtvanswers.org, dtv.gov and dtv2009.gov as well as FCC and Converter box phone numbers. Located at <http://fox47.com/community/dtv.shtml>.

**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):

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

**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 Colin Campbell	Typed or Printed Title of Person Signing Program Research Coordinator
Signature <input type="checkbox"/>	Date 04/10/2008

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).

### 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](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.**

## As-Run Spot Report (Parameters)

Start time 5:00:00AM  
End time 4:59:00AM  
Station(s) Madison(WMSN)  
Agency(s) <All Agency(s)>  
Advertiser(s) FCC-Digital Conversion(29893)  
Sales Office(s) <All Sales Office(s)>  
Salesperson(s) <All Salesperson(s)>  
Account 1 Type(s) <All Account 1 Type(s)>  
Product(s) <All Product(s)>  
Account 2 Type(s) <All Account 2 Type(s)>  
Billing Method <All Billing Method>  
Spot Type(s) <All Spot Type(s)>  
Billing Status Types <All Billing Status Types>  
Bookend Option <Show Bookends and Non-Bookends>  
Show Details Yes  
Contract Number <All Contracts>  
Program Title <All Programs>  
Include Announcements Yes  
Level 1 Grouping Station  
Level 2 Grouping <NONE>  
Level 3 Grouping <NONE>  
Level 4 Grouping <NONE>  
Level 5 Grouping <NONE>  
Sort Order 1 Broadcast/Log Date  
Sort Order 2 <NONE>  
Sort Order 3 <NONE>  
Log Date(s) 03/03/08 - 03/31/08

# Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
<b>Station: Madison (WMSN)</b>														
3/3/08	9:42:34AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	My Wife & Kids N/R
3/3/08	11:07:23AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Christina's Court 2 N/I
3/3/08	1:14:20PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court 2 N/R
3/3/08	3:29:47PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court N/R
3/4/08	9:42:55AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	My Wife & Kids N/R
3/4/08	11:15:23AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Christina's Court 2 N/I
3/4/08	3:37:33PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court N/R
3/4/08	4:59:38PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Joe Brown N/R
3/5/08	9:40:38AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	My Wife & Kids N/R
3/5/08	11:25:11AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Christina's Court 2 N/I
3/5/08	4:38:58PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Joe Brown N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/5/08	12:19:19AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	George Lopez N/R
3/8/08	4:43:43PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Movie-Saturday Weekend Movie 2 THE FACULTY N/R
3/8/08	6:44:55PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Simpsons Episode: SIDABF05- N/R
3/8/08	12:20:30AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	According To Jim WKND N/R
3/9/08	11:16:27AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	America's Funniest Home Videos Episode FHVAF217- N/R
3/9/08	10:33:07PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Two And A Half Men WKND N/R
3/10/08	10:44:54AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Christina's Court N/R
3/10/08	11:37:54AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Joe Brown 2 N/R
3/10/08	1:16:54PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court 2 N/R
3/10/08	5:28:15PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Two And A Half Men N/R
3/11/08	9:47:58AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	My Wife & Kids N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/11/08	12:52:45PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Greg Mathis N/R
3/11/08	2:18:08PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge David Young N/R
3/11/08	10:37:00PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Everybody Loves Raymond 2 N/R
3/12/08	9:28:40AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	King Of The Hill N/R
3/12/08	11:58:52AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Joe Brown 2 N/R
3/12/08	2:28:35PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge David Young N/R
3/12/08	11:01:01PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Everybody Loves Raymond 2 N/R
3/15/08	11:51:41AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	American Idol Rewind WKND N/R
3/15/08	2:32:09PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Movie-Saturday Weekend Movie MXP: MOST EXTREME PRIMATE N/R
3/15/08	6:28:33PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Simpsons 2 Episode: SIDABF06- N/R
3/16/08	10:58:44AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Paid Program 1030a N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

Thursday, April 10, 2008

Page 4 of 8

Station: Madison (WMSN)

# Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/16/08	3:35:33PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Sports-FOX NASCAR Sprint Cup Series N/F
3/16/08	7:48:49PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	FOX-King Of The Hill N/R
3/17/08	9:28:34AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	King Of The Hill N/R
3/17/08	11:58:49AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Joe Brown 2 N/R
3/17/08	2:58:45PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge David Young 2 N/R
3/17/08	12:00:37AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	According To Jim N/R
3/18/08	9:09:31AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	King Of The Hill N/R
3/18/08	10:29:17AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Malcolm In The Middle N/R
3/18/08	1:52:49PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court 2 N/R
3/18/08	10:47:25PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Everybody Loves Raymond 2 N/R
3/19/08	9:20:18AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	King Of The Hill N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/19/08	3:14:51PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court N/R
3/19/08	10:37:31PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Everybody Loves Raymond 2 N/R
3/19/08	12:33:36AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	George Lopez N/R
3/22/08	11:29:22AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Paid Program 11a ASHBURY -KIDS UNDER CONSTRUCTION N/R
3/22/08	6:45:08PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Simpsons Episode: SIDABF09- N/R
3/22/08	12:17:42AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	According To Jim WKND N/R
3/23/08	3:59:24PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Paid Program 330p N/R
3/23/08	11:56:58PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	American Idol Rewind WKND 2 N/R
3/23/08	12:11:45AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	American Idol Rewind WKND 2 N/R
3/24/08	9:58:37AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	My Wife & Kids N/R
3/24/08	11:14:37AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Christina's Court 2 N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

# Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/24/08	1:46:54PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court 2 N/R
3/24/08	12:16:30AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	George Lopez N/R
3/25/08	10:43:27AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Christina's Court N/R
3/25/08	1:25:25PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court 2 N/R
3/25/08	4:09:26PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Judy 2 N/R
3/25/08	5:39:47PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Two And A Half Men N/R
3/26/08	9:28:08AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	King Of The Hill N/R
3/26/08	10:29:17AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Malcolm In The Middle N/R
3/26/08	3:17:41PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court N/R
3/26/08	5:17:30PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Judy N/R
3/29/08	12:08:15PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	American Idol Rewind WKND N/R

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

# Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/29/08	3:46:45PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Sports-FOX NASCAR Craftsman Truck Serie MARTINSVILLE TRUCK RACE N/R
3/29/08	9:50:56PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	American Crossroads N/R
3/30/08	5:44:40PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Frasier WKND N/R
3/30/08	7:59:12PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	FOX-King Of The Hill N/R
3/30/08	10:19:15PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Two And A Half Men WKND N/R
3/31/08	9:42:31AM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	My Wife & Kids N/R
3/31/08	12:33:57PM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	Judge Greg Mathis N/R
3/31/08	3:54:24PM	00:30	DTV ANSWERS :30	10488	534551.1.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	People's Court N/R
3/31/08	12:17:23AM	00:15	DTV ANSWERS :15	10489	534551.2.1	\$0.00	SPOT	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	Digital Conversion Announcement	WMSN	George Lopez N/R

Total for: Madison (WMSN)

**\$0.00**

Total Spots:75

**Grand Total:**

**\$0.00**

Total Spots:75

\*\*\* Indicates a bookend spot. Rate is shown as 1/2 of line rate.

Thursday, April 10, 2008

Page 8 of 8

Station: Madison (WMSN)

## **DIGITAL TRANSITION PSA SCHEDULE – 1<sup>ST</sup> QUARTER**

WMSN broadcast 2 separate PSA's during 1<sup>st</sup> quarter 2008. One was a :30 PSA obtained from the NAB entitled "Future Is Here". This PSA aired 34 separate times in 1<sup>st</sup> quarter 2008. The Video Script is as follows: "The future is here. Right here in this box...because this box has the power. Tthe power to convert your non-digital TV into DTV – digital television and now this big discount coupon makes the dtv converter box affordable. Make sure your TV is DTV before February 2009, or all you'll see is – Learn more about the converter box and coupon. call 888-dtv-2009 or go to dtv 2009 dot gov." See attachment #2 for the exact times & dates this spot aired.

The other spot was a :15 PSA obtained from the NAB called "Just A Box- Final". This PSA aired 41 separate times in 1<sup>st</sup> quarter 2008. The Video Script is as follows: "Don't let your antenna TV become a box. Upgrade it with this digital converter by February 2009...or it will not work. Call this number or visit this website. Don't let your TV become just "a box."" See attachment #2 for the exact times & dates this spot aired.

## **DIGITAL TRANSITION CRAWLS – 1<sup>ST</sup> QUARTER 2008**

WMSN ran the following crawl 5 times on March 31<sup>st</sup>, 2008: "Attention: Full Power Analog Broadcasting will end on February 17, 2009 and Analog only television sets may not be able to receive the signal of this station after that date unless viewers take action. Over-the-air viewing on an analog-only TV will require the use of a converter box. Analog TV's should continue to work with cable and satellite providers, VCR's, DVD players and similar products. Visit [www.DTV.gov](http://www.DTV.gov) for more information regarding the transition to digital television." Below are the times the crawl aired.

Times of airing were:

3/31/08	11:25 AM
	11:42 AM
	3:00 PM
	6:30 PM
	11:10 PM