

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 WMSN LICENSEE, LLC					
Call Sign WMSN-TV		Facility Id 10221		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MADISON		WI	DANE		53719 -
Nielsen DMA MADISON		World Wide Web Home Page Address WWW.FOX47.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	47				
<input checked="" type="checkbox"/> Digital	47				
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	221
Total 5:00 a.m. to 1:00 a.m. CSTs	271
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	26
Total 6:00 a.m. to 9:00 a.m. CSTs	27
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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
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	92
Total 5:00 p.m. to 10:35 p.m. CSTs	121
Comments:	
DIGITAL TRANSITION PSA SCHEDULE - 3RD QUARTER 2008 WMSN BROADCAST 4 SEPARATE PSA'S A TOTAL OF 241 TIMES DURING 2ND QUARTER 2008 BETWEEN THE HOURS OF 5:00AM AND 1:00AM. THE SPOTS WMSN AIRED AS FOLLOWS:	
(1) A :30 PSA OBTAINED FROM THE NAB ENTITLED "FUTURE IS HERE". THIS VIDEO SCRIPT IS AS FOLLOWS: "THE FUTURE IS HERE. RIGHT HERE IN THIS BOX...BECAUSE THIS BOX HAS THE POWER. THE 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."	
(2) A :60 LOCALIZED PSA PRODUCED BY SINCLAIR BROADCAST GROUP, INC. THE VIDEO SCRIPT IS AS FOLLOWS: "EVERYTHING IS BETTER WHEN IT'S DIGITAL ESPECIALLY TELEVISION WITH BETTER PICTURE BETTER SOUND AND MORE	

CHANNELS---IN FACT DIGITAL TV IS SO MUCH BETTER THAT, BY LAW, ALL TV STATIONS HAVE TO BROADCAST IN DIGITAL BY FEBRUARY 17TH 2009. BUT DON'T WAIT.... SWITCH NOW SO YOU CAN ENJOY ALL THE DIGITAL PROGRAMMING WMSN FOX 47 IS ALREADY BROADCASTING ON CHANNEL 47-1. NOW HERE'S THE CATCH-----IF YOUR TV IS CONNECTED TO AN ANTENNA YOU MAY NEED TO BUY A CONVERTER BOX OR YOU COULD LOSE YOUR SIGNAL. ---BUT YOU ARE ELIGIBLE TO GET A BIG DISCOUNT COUPON ON A LOW COST DIGITAL CONVERTER BOX.---CABLE AND SATELLITE SUBSCRIBERS RELAX.....YOU SHOULD BE READY TO ENJOY THE DIGITAL SIGNAL.---AND YOU CAN STILL PLAY GAMES OR WATCH MOVIES ON YOUR VCR OR DVD PLAYER ON YOUR CURRENT SET. STILL NOT CLEAR? THEN GET ALL THE FACTS: VISIT DTVANSWERS.COM. TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED."

(3) A :30 PSA ENTITLED "RETRO ANIMATION SPOT-REVISED". THIS VIDEO SCRIPT IS AS FOLLOWS: "HEY, COOL CATS! OUR MODERN TV TECHNOLOGY IS TAKING OFF - SO MAKE SURE YOU'RE ON BOARD!! IT'S GOING FROM REGULAR TV SIGNALS TO DTV DIGITAL SIGNALS. DTV HAS BETTER PICTURE, BETTER SOUND, MORE CHANNELS, AND THE BEST IN HIGH-DEFINITION! IF YOU WATCH AN ANTENNA TV, JUST GET A DTV CONVERTER BOX BY FEBRUARY 2009, OR YOUR TV WILL BLITZ OFF! DO IT NOW, AND YOU'RE READY FOR FREE OVER-THE-AIR DIGITAL TV! GET HIP! DIAL THIS NUMBER (1-888-DTV-2009) OR CHECK OUT DTVANSWERS.COM ON YOUR COMPUTATION MACHINE."

(4) A :30 PSA ENTITLED "MR. TELEVISION". THIS VIDEO SCRIPT IS AS FOLLOWS: " ANNOUNCER: ASK MR. TELEVISION! MR. TELEVISION: TIMMY, ANTENNA TV'S MUST BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL STOP WORKING. TIMMY: WHAT CAN WE DO? MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. TIMMY: THAT'S BETTER? MR. TELEVISION: YES, THEN YOUR TV WILL GET BETTER PICTURES & SOUND & EVERN MORE CHENNELS. TIMMY: JEEPERS! MR. TELEVISION: DIGITAL SIGNALS DELIVER A CRYSTAL CLEAR PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER. TIMMY: I'LL MAKE SURE. LOCAL ANNOUNCER: FOR MORE INFORMATION GO TO FOX47.COM.

***THE FULL PSA & CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

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	1
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Comments:

WMSN BROADCAST A ½ HOUR EDUCATIONAL/PUBLIC SERVICE PROGRAM PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS (NAB) ON JULY

6TH, 2008 FROM 11:30AM TO 12:00PM. THE SHOW FOCUS' ON FACTS ABOUT THE IMMINENT DTV CONVERSION IN FEBRUARY 2009.

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	<i>Graphic Displays</i>
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: 7/17 FOX 47 9:00PM NEWS: VISITORS AT THE DANE COUNTY FAIR LEARNED ABOUT SWITCH TO DIGITAL TELEVISION.	
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: 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.	
<input type="checkbox"/> Speaking Engagements	
Comments:	

Community Events

Comments:

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 KERRY JOHNSON
Signature KERRY JOHNSON	Date (mm/dd/yyyy) 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).

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, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C.
3507.**

As-Run Spot Report (Parameters)

Start time	5:00:00PM	Station ID	
End time	10:35:00PM	Station ID Premium	
Station(s)	Madison(WMSN)	Volleyball	
Agency(s)	<All Agency(s)>	Billing Status Types	Billed
Advertiser(s)	FCC-Digital Conversion(29893)		OK to Bill
Sales Office(s)	<All Sales Office(s)>	Bookend Option	<Show Bookends and Non-Bookends>
Salesperson(s)	<All Salesperson(s)>	Show Details	No
Account 1 Type(s)	<All Account 1 Type(s)>	Contract Number	<All Contracts>
Product(s)	<All Product(s)>	Program Title	<All Programs>
Account 2 Type(s)	<All Account 2 Type(s)>	Include Announcements	Yes
Billing Method	<All Billing Method>	Level 1 Grouping	Station
Spot Type(s)	Auto Racing	Level 2 Grouping	<NONE>
	Baseball	Level 3 Grouping	<NONE>
	Basketball	Level 4 Grouping	<NONE>
	Commercial Break (SPOT)	Level 5 Grouping	<NONE>
	Football	Sort Order 1	Broadcast/Log Date
	Golf	Sort Order 2	<NONE>
	Hockey	Sort Order 3	<NONE>
	Horse Racing	Log Date(s)	07/01/08 - 09/30/08
	Kids	Filter Option	Date Range of Logs (if locked)
	Live Commercial		
	Live Segment		
	Nascar		
	News		
	Olympics		
	Paid Programming (LONG)		
	Post-Game		
	Post-Race		
	Pre-Game		
	Pre-Race		
	Prime Programming		
	Prime Programming Premium		
	PROMO		
	Soccer		
	Special		
	Sports/Other		

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:92
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:92</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time	5:00:00AM	Station ID	
End time	1:00:00AM	Station ID Premium	
Station(s)	Madison(WMSN)	Volleyball	
Agency(s)	<All Agency(s)>	Billing Status Types	Billed
Advertiser(s)	FCC-Digital Conversion(29893)		OK to Bill
Sales Office(s)	<All Sales Office(s)>	Bookend Option	<Show Bookends and Non-Bookends>
Salesperson(s)	<All Salesperson(s)>	Show Details	No
Account 1 Type(s)	<All Account 1 Type(s)>	Contract Number	<All Contracts>
Product(s)	<All Product(s)>	Program Title	<All Programs>
Account 2 Type(s)	<All Account 2 Type(s)>	Include Announcements	Yes
Billing Method	<All Billing Method>	Level 1 Grouping	Station
Spot Type(s)	Auto Racing	Level 2 Grouping	<NONE>
	Baseball	Level 3 Grouping	<NONE>
	Basketball	Level 4 Grouping	<NONE>
	Commercial Break (SPOT)	Level 5 Grouping	<NONE>
	Football	Sort Order 1	Broadcast/Log Date
	Golf	Sort Order 2	<NONE>
	Hockey	Sort Order 3	<NONE>
	Horse Racing	Log Date(s)	07/01/08 - 09/30/08
	Kids	Filter Option	Date Range of Logs (if locked)
	Live Commercial		
	Live Segment		
	Nascar		
	News		
	Olympics		
	Paid Programming (LONG)		
	Post-Game		
	Post-Race		
	Pre-Game		
	Pre-Race		
	Prime Programming		
	Prime Programming Premium		
	PROMO		
	Soccer		
	Special		
	Sports/Other		

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

\$0.00

Total Spots:221

Grand Total:

\$0.00

Total Spots:221

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

Station: Madison (WMSN)

Friday, October 03, 2008

Page 2 of 2

As-Run Spot Report (Parameters)

Start time	6:00:00AM		Volleyball
End time	9:00:00AM	Billing Status Types	Billed
Station(s)	Madison(WMSN)		OK to Bill
Agency(s)	<All Agency(s)>	Bookend Option	<Show Bookends and Non-Bookends>
Advertiser(s)	FCC-Digital Conversion(29893)	Show Details	No
Sales Office(s)	<All Sales Office(s)>	Contract Number	<All Contracts>
Salesperson(s)	<All Salesperson(s)>	Program Title	<All Programs>
Account 1 Type(s)	<All Account 1 Type(s)>	Include Announcements	Yes
Product(s)	<All Product(s)>	Level 1 Grouping	Station
Account 2 Type(s)	<All Account 2 Type(s)>	Level 2 Grouping	<NONE>
Billing Method	<All Billing Method>	Level 3 Grouping	<NONE>
Spot Type(s)	Auto Racing	Level 4 Grouping	<NONE>
	Baseball	Level 5 Grouping	<NONE>
	Basketball	Sort Order 1	Broadcast/Log Date
	Commercial Break (SPOT)	Sort Order 2	<NONE>
	Football	Sort Order 3	<NONE>
	Golf	Log Date(s)	07/01/08 - 09/30/08
	Hockey	Filter Option	Date Range of Logs (if locked)
	Horse Racing		
	Kids		
	Live Commercial		
	Live Segment		
	Nascar		
	News		
	Olympics		
	Paid Programming (LONG)		
	Post-Game		
	Post-Race		
	Pre-Game		
	Pre-Race		
	Prime Programming		
	Prime Programming Premium		
	PROMO		
	Soccer		
	Special		
	Sports/Other		

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

	\$0.00	Total Spots:26
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Grand Total:	\$0.00	Total Spots:26
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time 5:00:00PM
End time 10:35:00PM
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) DTV Crawls
Billing Status Types Billed
OK to Bill
Bookend Option <Show Bookends and Non-Bookends>
Show Details No
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) 07/01/08 - 09/30/08

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:121
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:121</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time 6:00:00AM
End time 9:00:00AM
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) DTV Crawls
Billing Status Types Billed
OK to Bill
Bookend Option <Show Bookends and Non-Bookends>
Show Details No
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) 07/01/08 - 09/30/08
Filter Option Date Range of Logs (if locked)

