

# 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)

WDKY

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	Channel Numbers	Community of License			
		City	State	County	Zip Code
WDKY	Analog 56 <input checked="" type="checkbox"/> Digital 4 <input checked="" type="checkbox"/>	Danville	KY	Boyle	40422
Licensee WDKY Licensee, LLC					
Above, circle the Channel Number(s) to which this form applies. Analog 56/Digital 4		Nielsen DMA 64	World Wide Web Home Page Address www.wdky56.com		
Facility ID Number 64017	Previous Call Sign (if applicable) n/a	License Renewal Expiration Date (mm/dd/yy) 08/1/2013			

**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

41x:15 , 41x:30

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

3

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

7

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

1

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

20

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

1

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

n/a

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

n/a

Comments (add additional sheets where necessary):

Attached PSA and Crawl Schedules.

AFTER FEBRUARY 17, 2009 A TELEVISION RECEIVER WITH ONLY AN ANALOG BROADCAST TUNER WILL REQUIRE A CONVERTER BOX TO RECEIVE OVER-THE-AIR BROADCASTS WITH AN ANTENNA. THIS IS DUE TO THE U.S. TRANSITION TO DIGITAL BROADCASTING. ANALOG-ONLY TVS SHOULD CONTINUE TO WORK AS BEFORE WITH THE FOLLOWING: CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCRS, DVD PLAYERS, AND SIMILAR PRODUCTS. MORE INFORMATION IS AVAILABLE BY CALLING 888-DTV-2009. TO FIND OUT MORE ABOUT THE DTV CONVERTER BOX COUPON PROGRAM CALL 888-388-2009. YOU MAY ALSO VISIT WWW.DTVANSWERS.COM OR WWW.DTV2009.GOV. YOU MAY ALSO EMAIL QUESTIONS TO ENGINEERING@WDKY56.COM OR CALL US AT 859-967-1635. THANK YOU FOR WATCHING WDKY FOX-56.

## As-Run Spot Report (Parameters)

Start time 5:00:00AM  
End time 4:59:00AM  
Station(s) <All Station(s)>  
Agency(s) <All Agency(s)>  
Advertiser(s) <All Advertiser(s)>  
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 535922  
Program Title <All Programs>  
Include Announcements No  
Page Break Options <NONE SELECTED>  
Level 1 Grouping Program Title  
Level 2 Grouping ISCI Code  
Level 3 Grouping <NONE>  
Level 4 Grouping <NONE>  
Level 5 Grouping <NONE>  
Sort Order 1 Broadcast/Log Date  
Sort Order 2 ISCI Code  
Sort Order 3 <NONE>  
Log Date(s) 03/08/08 - 03/31/08  
Filter Option Date Range of Logs (if locked)

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
<b>Program Title: Beyond the Blueprints N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/23/08	10:20:24AM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Beyond the Blueprints N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
Total for: Beyond the Blueprints N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Chris Matthews TV-PG</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/23/08	6:56:19AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Chris Matthews TV-PG
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
Total for: Chris Matthews TV-PG						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Everybody Loves Raymond N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/26/08	12:13:03AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Everybody Loves Raymond N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
Total for: Everybody Loves Raymond N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Family Guy N/R</b>														
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/29/08	6:30:03PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Family Guy N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							

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

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Program Title: Family Guy N/R ISCI Code: THE FUTURE IS HERE 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: Family Guy N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Fox 56 News @ 10p Sat N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/22/08	10:54:47PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sat N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/22/08	10:09:46PM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sat N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 15</b>														
3/29/08	10:55:45PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sat N/R
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/8/08	10:52:47PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sat N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/8/08	10:28:12PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sat N/R
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:1							
Total for: Fox 56 News @ 10p Sat N/R						<u>\$0.00</u>	Total Spots:5							

**Program Title: Fox 56 News @ 10p Sun N/R**

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

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Program Title: Fox 56 News @ 10p ISCI Code: DIGITAL IS IN THE AIR 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/9/08	10:55:03PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sun N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/16/08	10:57:02PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sun N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/9/08	10:30:07PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @ 10p Sun N/R
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:1							
Total for: Fox 56 News @ 10p Sun N/R						<u>\$0.00</u>	Total Spots:3							
<b>Program Title: Fox 56 News @10p M-F N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/24/08	10:57:17PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News @10p M-F N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
Total for: Fox 56 News @10p M-F N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Fox 56 News Morning Edition N/R</b>														
<b>ISCI Code: JUST A BOX 30</b>														
3/11/08	7:51:21AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News Morning Edition N/R
3/12/08	7:51:47AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Fox 56 News Morning Edition N/R

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

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Program Title: Fox 56 News Morning Edition ISCI Code: JUST A BOX 30

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: JUST A BOX 30						<u>\$0.00</u>			Total Spots:2					
Total for: Fox 56 News Morning Edition N/R						<u>\$0.00</u>			Total Spots:2					
<b>Program Title: FOX-FOX News Sunday N/R</b>														
<b>ISCI Code: JUST A BOX 15</b>														
3/23/08	9:32:08AM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-FOX News Sunday N/R
Total for: JUST A BOX 15						<u>\$0.00</u>			Total Spots:1					
Total for: FOX-FOX News Sunday N/R						<u>\$0.00</u>			Total Spots:1					
<b>Program Title: FOX-Mad TV N/R</b>														
<b>ISCI Code: JUST A BOX 15</b>														
3/8/08	11:48:17PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Mad TV N/R
3/15/08	11:43:27PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Mad TV N/R
Total for: JUST A BOX 15						<u>\$0.00</u>			Total Spots:2					
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/22/08	11:48:52PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Mad TV N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>			Total Spots:1					
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/22/08	11:57:21PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Mad TV N/R
3/29/08	11:51:48PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Mad TV N/R

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

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Program Title: FOX-Mad TV N/R ISCI Code: THE FUTURE IS HERE 30

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>		Total Spots:2						
Total for: FOX-Mad TV N/R						<u>\$0.00</u>		Total Spots:5						
<b>Program Title: FOX-Talk Show with Spike Feresten N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/15/08	12:27:54AM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Talk Show with Spike Feresten N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>		Total Spots:1						
<b>ISCI Code: JUST A BOX 30</b>														
3/8/08	12:25:48AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Talk Show with Spike Feresten N/R
3/29/08	12:26:32AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	FOX-Talk Show with Spike Feresten N/R
Total for: JUST A BOX 30						<u>\$0.00</u>		Total Spots:2						
Total for: FOX-Talk Show with Spike Fereste						<u>\$0.00</u>		Total Spots:3						
<b>Program Title: Friends B N/R</b>														
<b>ISCI Code: JUST A BOX 15</b>														
3/16/08	12:59:31AM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Friends B N/R
Total for: JUST A BOX 15						<u>\$0.00</u>		Total Spots:1						
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/9/08	12:58:28AM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Friends B N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>		Total Spots:1						

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

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Program Title: Friends B N/R ISCI Code: THE FUTURE IS HERE 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: Friends B N/R						<u>\$0.00</u>			Total Spots:2					
<b>Program Title: George Lopez N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/12/08	8:56:49AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	George Lopez N/R
3/17/08	8:56:16AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	George Lopez N/R
3/19/08	8:57:16AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	George Lopez N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>			Total Spots:3					
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/25/08	8:54:00AM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	George Lopez N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>			Total Spots:1					
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/24/08	8:57:13AM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	George Lopez N/R
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>			Total Spots:1					
Total for: George Lopez N/R						<u>\$0.00</u>			Total Spots:5					
<b>Program Title: George Lopez 2 N/R</b>														
<b>ISCI Code: JUST A BOX 30</b>														
3/16/08	3:58:35AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	George Lopez 2 N/R
Total for: JUST A BOX 30						<u>\$0.00</u>			Total Spots:1					

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

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Program Title: George Lopez 2 N/R ISCI Code: JUST A BOX 30

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: George Lopez 2 N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Jerry Springer N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/11/08	11:46:11AM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Jerry Springer N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/11/08	11:34:34AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Jerry Springer N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
Total for: Jerry Springer N/R						<u>\$0.00</u>	Total Spots:2							
<b>Program Title: Judge Hatchett N/R</b>														
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/25/08	1:27:01PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Hatchett N/R
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:1							
Total for: Judge Hatchett N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Judge Hatchett B N/R</b>														
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/24/08	1:57:19PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Hatchett B N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							
Total for: Judge Hatchett B N/R						<u>\$0.00</u>	Total Spots:1							

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

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Program Title: Judge Hatchett B N/R ISCI Code: THE FUTURE IS HERE 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
<b>Program Title: Judge Mathis TV-PG</b>														
<b>ISCI Code: JUST A BOX 15</b>														
3/17/08	5:47:23PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Mathis TV-PG
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/19/08	5:45:19PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Mathis TV-PG
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:1							
Total for: Judge Mathis TV-PG						<u>\$0.00</u>	Total Spots:2							
<b>Program Title: Judge Mathis B N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/12/08	2:36:00PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Mathis B N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 15</b>														
3/10/08	2:52:08PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Mathis B N/R
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 30</b>														
3/25/08	2:51:17PM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Judge Mathis B N/R
Total for: JUST A BOX 30						<u>\$0.00</u>	Total Spots:1							
Total for: Judge Mathis B N/R						<u>\$0.00</u>	Total Spots:3							

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

Program Title: Judge Mathis B N/R ISCI Code: JUST A BOX 30

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## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
<b>Program Title: Maury TV-PG</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/26/08	4:50:50PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury TV-PG
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 15</b>														
3/25/08	4:52:10PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury TV-PG
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/17/08	4:50:06PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury TV-PG
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/12/08	4:55:27PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury TV-PG
3/18/08	4:50:21PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury TV-PG
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:2							
Total for: Maury TV-PG						<u>\$0.00</u>	Total Spots:5							
<b>Program Title: Maury B TV-PG</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/18/08	10:50:32AM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury B TV-PG
3/19/08	10:35:31AM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury B TV-PG

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

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Program Title: Maury B TV-PG ISCI Code: DIGITAL IS IN THE AIR 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:2							
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/10/08	10:51:34AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury B TV-PG
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 15</b>														
3/11/08	10:59:15AM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury B TV-PG
3/26/08	10:50:00AM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury B TV-PG
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:2							
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/26/08	10:37:45AM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Maury B TV-PG
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							
Total for: Maury B TV-PG						<u>\$0.00</u>	Total Spots:6							
<b>Program Title: Movie-Movie 3 THE BEST MAN TV-PG</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/15/08	2:30:18AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Movie-Movie 3 THE BEST MAN TV-PG
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
Total for: Movie-Movie 3 THE BEST MAN TV						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Paid Program 530a N/R</b>														
<b>ISCI Code: JUST A BOX 30</b>														

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

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Program Title: Paid Program 530a NSCI Code: JUST-A BOX 30

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/15/08	5:59:25AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Paid Program 530a N/R
Total for: JUST A BOX 30						<u>\$0.00</u>	Total Spots:1							
Total for: Paid Program 530a N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Paid Program 5a N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/9/08	5:29:24AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Paid Program 5a N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
Total for: Paid Program 5a N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Paid Program 6a N/R</b>														
<b>ISCI Code: JUST A BOX 30</b>														
3/23/08	6:29:29AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Paid Program 6a N/R
Total for: JUST A BOX 30						<u>\$0.00</u>	Total Spots:1							
Total for: Paid Program 6a N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Peoples Court TV-PG</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/17/08	3:54:20PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Peoples Court TV-PG
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 15</b>														
3/24/08	3:52:32PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Peoples Court TV-PG

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

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Program Title: Peoples Court TV-PG ISCI Code: JUST A BOX 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: JUST A BOX 15						<u>\$0.00</u>			Total Spots:1					
Total for: Peoples Court TV-PG						<u>\$0.00</u>			Total Spots:2					
<b>Program Title: Peoples Court B N/R</b>														
<b>ISCI Code: JUST A BOX 30</b>														
3/24/08	12:51:54PM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Peoples Court B N/R
Total for: JUST A BOX 30						<u>\$0.00</u>			Total Spots:1					
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/11/08	12:50:29PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Peoples Court B N/R
3/18/08	12:51:22PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Peoples Court B N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>			Total Spots:2					
Total for: Peoples Court B N/R						<u>\$0.00</u>			Total Spots:3					
<b>Program Title: Seinfeld N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/25/08	11:57:11PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Seinfeld N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>			Total Spots:1					
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/24/08	11:43:06PM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Seinfeld N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>			Total Spots:1					
<b>ISCI Code: JUST A BOX 15</b>														

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

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Program Title: Seinfeld N/R ISCI Code: JUST A BOX 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/19/08	11:55:48PM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Seinfeld N/R
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 30</b>														
3/17/08	11:56:55PM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Seinfeld N/R
Total for: JUST A BOX 30						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/10/08	11:57:15PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Seinfeld N/R
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>	Total Spots:1							
Total for: Seinfeld N/R						<u>\$0.00</u>	Total Spots:5							
<b>Program Title: Sex &amp; the City 2 N/R</b>														
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/16/08	1:59:17AM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Sex & the City 2 N/R
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:1							
Total for: Sex & the City 2 N/R						<u>\$0.00</u>	Total Spots:1							
<b>Program Title: Simpsons Episode: SICABF13- N/R</b>														
<b>ISCI Code: JUST A BOX 15</b>														
3/18/08	12:45:21AM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Simpsons Episode: SICABF13- N/R
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							

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

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Program Title: Simpsons Episode: SICABF13- N/R ISCI Code: JUST A BOX 15

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: Simpsons Episode: SICABF13- N/I						<u>\$0.00</u>			Total Spots:1					
<b>Program Title: Simpsons Episode: SICABF14- N/R</b>														
<b>ISCI Code: JUST A BOX 30</b>														
3/19/08	12:37:15AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Simpsons Episode: SICABF14- N/R
Total for: JUST A BOX 30						<u>\$0.00</u>			Total Spots:1					
Total for: Simpsons Episode: SICABF14- N/I						<u>\$0.00</u>			Total Spots:1					
<b>Program Title: Simpsons 2 Episode: SIBABF06- TV-PG</b>														
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/10/08	7:17:25PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Simpsons 2 Episode: SIBABF06- TV-PG
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>			Total Spots:1					
Total for: Simpsons 2 Episode: SIBABF06- T						<u>\$0.00</u>			Total Spots:1					
<b>Program Title: Simpsons 2 Episode: SIBABF08- TV-PG</b>														
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/12/08	7:15:53PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Simpsons 2 Episode: SIBABF08- TV-PG
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>			Total Spots:1					
Total for: Simpsons 2 Episode: SIBABF08- T						<u>\$0.00</u>			Total Spots:1					
<b>Program Title: Simpsons 2 Episode: SIBABF12- TV-PG</b>														
<b>ISCI Code: JUST A BOX 30</b>														
3/18/08	7:18:52PM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsorship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Simpsons 2 Episode: SIBABF12- TV-PG

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

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Program Title: Simpsons 2 Episode: SIBABF12- TV-PG ISCI Code: JUST A BOX 30

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Total for: JUST A BOX 30						<u>\$0.00</u>		Total Spots:1						
Total for: Simpsons 2 Episode: SIBABF12- 1						<u>\$0.00</u>		Total Spots:1						
<b>Program Title: Simpsons 2 Episode: SIBABF13- TV-PG</b>														
<b>ISCI Code: THE FUTURE IS HERE 15</b>														
3/19/08	7:17:45PM	00:15	THE FUTURE IS HERE 15	21206	535922.2.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Simpsons 2 Episode: SIBABF13- TV-PG
Total for: THE FUTURE IS HERE 15						<u>\$0.00</u>		Total Spots:1						
Total for: Simpsons 2 Episode: SIBABF13- 1						<u>\$0.00</u>		Total Spots:1						
<b>Program Title: Two And A Half Men 2 N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 15</b>														
3/10/08	6:25:45PM	00:15	DIGITAL IS IN THE AIR 15	21210	535922.2.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Two And A Half Men 2 N/R
Total for: DIGITAL IS IN THE AIR 15						<u>\$0.00</u>		Total Spots:1						
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/25/08	6:26:23PM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Two And A Half Men 2 N/R
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>		Total Spots:1						
<b>ISCI Code: JUST A BOX 30</b>														
3/26/08	6:25:40PM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Two And A Half Men 2 N/R
Total for: JUST A BOX 30						<u>\$0.00</u>		Total Spots:1						
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/11/08	6:26:05PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Two And A Half Men 2 N/R

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

Wednesday, April 09, 2008

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Program Title: Two And A Half Men 2 N/R ISCI Code: THE FUTURE IS HERE 30

## Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
3/17/08	6:25:32PM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Two And A Half Men 2 N/R
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:2							
Total for: Two And A Half Men 2 N/R						<u>\$0.00</u>	Total Spots:5							
<b>Program Title: Tyra Banks Show N/R</b>														
<b>ISCI Code: DIGITAL IS IN THE AIR 30</b>														
3/18/08	9:54:46AM	00:30	DIGITAL IS IN THE AIR 30	21209	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Tyra Banks Show N/F
Total for: DIGITAL IS IN THE AIR 30						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 15</b>														
3/12/08	9:56:03AM	00:15	JUST A BOX 15	21208	535922.2.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Tyra Banks Show N/F
Total for: JUST A BOX 15						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: JUST A BOX 30</b>														
3/10/08	9:56:21AM	00:30	JUST A BOX 30	21207	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Tyra Banks Show N/F
Total for: JUST A BOX 30						<u>\$0.00</u>	Total Spots:1							
<b>ISCI Code: THE FUTURE IS HERE 30</b>														
3/26/08	9:56:05AM	00:30	THE FUTURE IS HERE 30	21205	535922.1.1	\$0.00	Sponsor ship	Billed	*WDKY Sales Promotion Direct Account (1) (9309)		PSA (ns) (1270)	DIGITAL TRANSITION PSA	WDKY	Tyra Banks Show N/F
Total for: THE FUTURE IS HERE 30						<u>\$0.00</u>	Total Spots:1							
Total for: Tyra Banks Show N/R						<u>\$0.00</u>	Total Spots:4							
<b>Grand Total:</b>						<u>\$0.00</u>	<b>Total Spots:32</b>							

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

Wednesday, April 09, 2008

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Program Title: Tyra Banks Show N/R ISCI Code: THE FUTURE IS HERE 30

DTV Education Crawl Log

Date	Time	Operator	Date	Time	Operator
3/31/08	13:37	DK	3/31/08	14:52	(TM) SK
3/31/08	15:04	(T)	3/31/08	15:04	(T)
4/1/08	7:07	PH	4/1/08	7:07	PH
4/1/08	10:16	DK	4/1/08	10:16	DK
4/1/08	15:03	(T)	4/1/08	15:03	(T)
4/1/08	19:03	(T)	4/1/08	19:03	(T)
4-2	7:08	PH	4-2	7:08	PH
4-2	12:10	PH	4-2	12:10	PH
4/2/08	15:20	(T)	4/2/08	15:20	(T)
4/2/08	15:51	(T)	4/2/08	15:51	(T)
4-3	6:43	PH	4-3	6:43	PH
4-3-04	13:42	DK	4-3-04	13:42	DK
4/3/08	13:50	(T)	4/3/08	13:50	(T)
4-4	8:37	PH	4-4	8:37	PH
4-4	12:10	PH	4-4	12:10	PH
4/4/08	17:22	(T)	4/4/08	17:22	(T)
4-4	8:31	PH	4-4	8:31	PH
4-4	10:17	PH	4-4	10:17	PH
4/7/08	15:01	(T)	4/7/08	15:01	(T)
4/7/08	15:16	(T)	4/7/08	15:16	(T)
4/7/08	17:55	(CW)	4/7/08	17:55	(CW)
4/8/08	15:39	(T)	4/8/08	15:39	(T)
4/8/08	15:04	(T)	4/8/08	15:04	(T)
4-4	6:49	PH	4-4	6:49	PH

2008



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "JUST A BOX"

CRÉATIVE OVERVIEW: Repurposed TV's that didn't make the DTV transition. Explains deadline, converter box and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :30

**UNITED FRONT MEDIA – "JUST A BOX" – :30 – FINAL**

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	IT MIGHT SEEM STRANGE, BUT YOUR ANTENNA TV COULD BECOME JUST A BOX...	AUNQUE PAREZCA MENTIRA TU TV DE ANTENA PUEDE QUE SE CONVIERTA EN SOLO UNA CAJA...
2	SPOKESPERSON	...IF YOU DON'T GET THIS BOX.	...SI NO ADQUIERES ESTA CAJA.
3	SPOKESPERSON	IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE UPGRADED TO DIGITAL TELEVISION WITH THIS DTV CONVERTER BOX.	EN FEBRERO DEL 2009 ALGUNAS TELEVISIONES DEJARÁN DE FUNCIONAR, SI NO LA CAMBIAS A DIGITAL, CON ESTA CAJA.
4	SPOKESPERSON	WITHOUT THIS UPGRADE, YOUR ANTENNA TV WILL NOT WORK.	SIN ESTA CONVERSIÓN TU TV DE ANTENA NO FUNCIONARÁ.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV. CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM.	ASEGÚRATE QUE TU TV SEA DTV. LLAMA AL 888-DTV-2009 O VISITA DTV ANSWERS PUNTO COM.
6	SPOKESPERSON	DON'T LET YOUR TV BECOME JUST "A BOX."	NO DEJES QUE TU TV SE CONVIERTA EN "SOLO UNA CAJA."



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "JUST A BOX"

CREATIVE OVERVIEW: Repurposed TV's that didn't make the DTV transition. Explains deadline, converter box, coupon and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :25/:05

**UNITED FRONT MEDIA – "JUST A BOX" – :25/:05 – FINAL**

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	YOUR ANTENNA TV COULD BECOME JUST A BOX...	NO DEJES QUE TU TV SE CONVEIERTA EN SOLO UNA CAJA...
2	SPOKESPERSON	...IF YOU DON'T GET THIS BOX.	ADQUIERE ESTA CAJA.
3	SPOKESPERSON	IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE UPGRADED WITH THIS DTV CONVERTER BOX.	EN FEBRERO DEL 2009 ALGUNAS TELEVISIONES DEJARÁN DE FUNCIONAR, SI NO LA TRANSFORMAS A DIGITAL, CON ESTA CAJA.
4	SPOKESPERSON	WITHOUT IT, YOUR ANTENNA TV WILL NOT WORK.	SIN ELLA TU TV DE ANTENA NO FUNCIONARÁ.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV. CALL 888-DTV-2009 OR VISIT DTV ANSWERS DOT COM.	ASEGÚRATE QUE TU TV SEA DTV.LLAMA AL 888-DTV-2009 O VISITA DTV ANSWERS PUNTO COM.
6	SPOKESPERSON	DON'T LET YOUR TV BECOME JUST "A BOX."	NO DEJES QUE TU TV SE CONVIERTA EN SOLO UNA CAJA.



PROJECT: DTV TRANSITION

PHASE: TWO

SPOT TITLE: "JUST A BOX"

CREATIVE OVERVIEW: Repurposed TV's that didn't make the DTV transition. Explains deadline, converter box and info contacts.

VERSION: FINAL

DATE: 2/15/08

LENGTH: :15

**UNITED FRONT MEDIA – "JUST A BOX" – :15 – FINAL**

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	DON'T LET YOUR ANTENNA TV BECOME A BOX.	NO DEJES QUE TU TV SE CONVIERTA EN SOLO UNA CAJA.
2	SPOKESPERSON	UPGRADE IT WITH THIS DIGITAL CONVERTER BY FEBRUARY 2009...	MEJÓRALA CON ESTE CONVERTIDOR DIGITAL ANTES DEL 2009...
3	SPOKESPERSON	...OR IT WILL NOT WORK.	...O DEJARA DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTA NUMERO.
5	SPOKESPERSON	DON'T LET YOUR TV BECOME JUST "A BOX."	NO DEJES QUE TU TV SE CONVIERTA EN SOLO UNA CAJA.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "FUTURE IS HERE"  
 CREATIVE OVERVIEW: Explains deadline, converter box, coupon and contact info.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :30

**UNITED FRONT MEDIA – "FUTURE IS HERE" – :30 – FINAL**

#	Reference	English Copy	SPANISH COPY
1	SPOKESPERSON	THE FUTURE IS HERE.	EL FUTURO ESTÁ AQUÍ.
2	SPOKESPERSON	RIGHT HERE IN THIS BOX... BECAUSE THIS BOX HAS THE POWER.	AQUÍ EN ESTA CAJA. PORQUE ESTA CAJA CONVERTIDORA TIENE EL PODER.
3	SPOKESPERSON	THE POWER TO CONVERT YOUR NON-DIGITAL TV INTO DTV – DIGITAL TELEVISION	EL PODER DE CONVERTIR TU SEÑAL DE ANTENA A UNA DTV – TELEVISIÓN DIGITAL.
4	SPOKESPERSON	AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE.	Y AHORA ESTE CUPÓN DE DESCUENTO HACE QUE LA CAJA SEA MÁS ACCESIBLE.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009, OR ALL YOU'LL SEE IS –	ASEGÚRATE QUE TU TV SEA DTV ANTES DE FEBRERO DEL 2009 O TODO LO QUE VERÁS ES ESTO...
6	SPOKESPERSON	LEARN MORE ABOUT THE CONVERTER BOX AND COUPON. CALL 888-DTV-2009 OR GO TO DTV 2009 DOT GOV.	PARA MÁS INFORMACIÓN SOBRE LA CAJA Y EL CUPÓN LLAMA AL 888- DTV-2009 O VISITA DTV 2009 PUNTO GOV.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "FUTURE IS HERE"  
 CREATIVE OVERVIEW: Message explains deadline, converter box, coupon and contact info.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :25/:05 (with :05 second open tag to end)

**UNITED FRONT MEDIA – "FUTURE IS HERE" – :25/05 – FINAL**

#	<u>Reference</u>	<u>English Copy</u>	<u>SPANISH COPY</u>
1	SPOKESPERSON	THE FUTURE IS HERE.	EL FUTURO ESTÁ AQUÍ.
2	SPOKESPERSON	RIGHT HERE IN THIS BOX. BECAUSE THIS BOX HAS THE POWER.	EN ESTA CAJA. PORQUE ESTA CAJA CONVERTIDORA TIENE EL PODER.
3	SPOKESPERSON	THE POWER TO CONVERT YOUR ANTENNA TV INTO DTV – DIGITAL TELEVISION	EL PODER DE CONVERTIR TU SEÑAL DE ANTENNA A UNA DE DTV – TELEVISION DIGITAL.
4	SPOKESPERSON	BUT FIRST – YOU NEED TO GET THIS BOX.	PERO PRIMERO NÉCITAS ESTA CAJA.
5	SPOKESPERSON	AND YOU NEED TO DO IT BEFORE FEBRUARY 2009 OR ALL YOU'LL SEE IS –	Y LA NECESITAS ANTES DE FEBRERO DEL 2009 O TODO LO QUE VERAS ES...
6	SPOKESPERSON	SEE WHAT YOU'RE MISSING. MAKE SURE YOUR TV IS DTV.  TO LEARN MORE CALL THIS NUMBER OR VISIT THIS WEB SITE.	VE LO QUE TE ESTAS PERDIENDO. ASEGURATE QUE TU TV SEA DTV.  PARA MAS INFORMACION LLAMA A ÉSTE NUMERO O VISITA ESTA PAGINA WEB.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "FUTURE IS HERE"  
 CREATIVE OVERVIEW: Message explains deadline, converter box, coupon and contact info.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :15

**UNITED FRONT MEDIA – "FUTURE IS HERE" – :15 – FINAL**

#	<u>Reference</u>	<u>English Copy</u>	<u>SPANISH COPY</u>
1	SPOKESPERSON	AFTER FEBRUARY 2009 ANTENNA TV'S STOP WORKING.	DESPUES DE FEBRERO DEL 2009 LAS TELEVISIONES DE ANTENNA NO FRFUNCIONARAN.
2	SPOKESPERSON	ONLY THIS BOX CONVERTS THEM TO DIGITAL.	SOLO ESTA CAJA LAS CONVIERTE A DIGITAL.
3	SPOKESPERSON	FIND OUT HOW TO GET ONE WITH THIS DISCOUNT COUPON.	ADQUIERE UNA CON ESTE CUPON DE DESCUENTO.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTE NUMERO O VISITA ESTA PAGINA WEB.
5	SPOKESPERSON	MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "DIGITAL IS IN THE AIR"  
 CREATIVE OVERVIEW: Explains conversion deadline, converter box coupon, and info contacts.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :30

**UNITED FRONT MEDIA – "DIGITAL IS IN THE AIR" :30 SEC – FINAL**

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR.	EL FUTURO DE LA TELEVISIÓN ESTÁ AQUÍ. LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU NOW OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT DTV 2009-DOT-GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.	LLAMA AL 888-DTV 2009 O VISITA DTV 2009 PUNTO GOV PARA SABER PARA OBTENER UN CUPÓN DE DESCUENTO PARA ESTA CAJA DIGITAL.
5	SPOKESPERSON	THEN ENJOY FREE OVER-THE-AIR DTV WITH-BETTER PICTURE AND SOUND.	ASÍ DISFRUTARAS DE MEJOR IMAGEN Y SONIDO.
6	SPOKESPERSON	DON'T WAIT. MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "DIGITAL IS IN THE AIR"  
 CREATIVE OVERVIEW: Explains conversion deadline, converter box, coupon, and info contacts.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :25/:05

**UNITED FRONT MEDIA "DIGITAL IS IN THE AIR" :25/:05 SEC – FINAL**

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	THE FUTURE OF TELEVISION IS HERE...DIGITAL IS IN THE AIR.	<b>EL FUTURO DE LA TELEVISIÓN ESTÁ AQUÍ. LA SEÑAL DIGITAL ESTÁ EN EL AIRE.</b>
2	SPOKESPERSON	IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	<b>SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...</b>
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	<b>...O DEJARÁ DE FUNCIONAR.</b>
4	SPOKESPERSON	CALL 888-DTV-2009 OR VISIT DTV 2009-DOT-GOV TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.	<b>LLAMA AL 888-DTV 2009 O VISITA DTV 2009 PUNTO GOV PARA OBTENER UN CUPÓN DE DESCUENTO PARA ESTÁ CAJA DIGITAL.</b>
5	SPOKESPERSON	THEN ENJOY DTV WITH BETTER PICTURE AND SOUND.	
6	SPOKESPERSON	MAKE SURE YOUR TV IS DTV.	<b>ASEGÚRATE QUÉ TU TV SEA DTV.</b>



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "DIGITAL IS IN THE AIR"  
 CREATIVE OVERVIEW: Explains conversion deadline and information contacts.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :15

**UNITED FRONT MEDIA – "DIGITAL IS IN THE AIR" :15 SEC – FINAL**

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	DIGITAL IS IN THE AIR.	LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTA NUMERO O VISITA ESTA SITIO WEB.
5	SPOKESPERSON	...TO MAKE SURE YOUR TV IS DTV.	PARA ASEGÚRARTE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "DIGITAL IS IN THE AIR"  
 CREATIVE OVERVIEW: Explains conversion deadline, converter box coupon, and info contacts.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :30

**UNITED FRONT MEDIA – "DIGITAL IS IN THE AIR" :30 SEC – FINAL**

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR.	EL FUTURO DE LA TELEVISIÓN ESTÁ AQUÍ. LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU NOW OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT DTV 2009-DOT-GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.	LLAMA AL 888-DTV 2009 O VISITA DTV 2009 PUNTO GOV PARA SABER PARA OBTENER UN CUPÓN DE DESCUENTO PARA ESTA CAJA DIGITAL.
5	SPOKESPERSON	THEN ENJOY FREE OVER-THE-AIR DTV WITH-BETTER PICTURE AND SOUND.	ASÍ DISFRUTARAS DE MEJOR IMAGEN Y SONIDO.
6	SPOKESPERSON	DON'T WAIT. MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION  
 PHASE: TWO  
 SPOT TITLE: "DIGITAL IS IN THE AIR"  
 CREATIVE OVERVIEW: Explains conversion deadline, converter box, coupon, and info contacts.  
 VERSION: FINAL  
 DATE: 2/15/08  
 LENGTH: :25/:05

**UNITED FRONT MEDIA "DIGITAL IS IN THE AIR" :25/:05 SEC – FINAL**

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	THE FUTURE OF TELEVISION IS HERE...DIGITAL IS IN THE AIR.	EL FUTURO DE LA TELEVISIÓN ESTÁ AQUÍ. LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL 888-DTV-2009 OR VISIT DTV 2009-DOT-GOV TO GET A BIG DISCOUNT COUPON ON THIS LOW-COST DIGITAL CONVERTER BOX.	LLAMA AL 888-DTV 2009 O VISITA DTV 2009 PUNTO GOV PARA OBTENER UN CUPÓN DE DESCUENTO PARA ESTA CAJA DIGITAL.
5	SPOKESPERSON	THEN ENJOY DTV WITH BETTER PICTURE AND SOUND.	
6	SPOKESPERSON	MAKE SURE YOUR TV IS DTV.	ASEGÚRATE QUE TU TV SEA DTV.



PROJECT: DTV TRANSITION  
PHASE: TWO  
SPOT TITLE: "DIGITAL IS IN THE AIR"  
CREATIVE OVERVIEW: Explains conversion deadline and information contacts.  
VERSION: FINAL  
DATE: 2/15/08  
LENGTH: :15

**UNITED FRONT MEDIA – "DIGITAL IS IN THE AIR" :15 SEC – FINAL**

#	Reference	English COPY	SPANISH COPY
1	SPOKESPERSON	DIGITAL IS IN THE AIR.	LA SEÑAL DIGITAL ESTÁ EN EL AIRE.
2	SPOKESPERSON	IF YOU OWN AN ANTENNA TV, YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV...	SI TIENES UNA TV DE ANTENA TENDRÁS HASTA FEBRERO DEL 2009 PARA CONVERTIRLA A DIGITAL...
3	SPOKESPERSON	...OR IT WILL STOP WORKING.	...O DEJARÁ DE FUNCIONAR.
4	SPOKESPERSON	CALL THIS NUMBER OR VISIT THIS WEBSITE.	LLAMA A ESTA NUMERO O VISITA ESTA SITIO WEB.
5	SPOKESPERSON	...TO MAKE SURE YOUR TV IS DTV.	PARA ASEGÚRARTE QUE TU TV SEA DTV.

**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 (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):  
Three minute segment within "Beyond the Blueprints" on January 27, 2008

**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):  
Link to DTV answers to get the latest news.  
[www.dtvanswers.com](http://www.dtvanswers.com)

**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 Michael Brickey	Typed or Printed Title of Person Signing General Manager
Signature <input checked="" type="checkbox"/> <i>Michael Brickey</i>	Date 04/07/2008

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