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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report			FOR COMMISSION USE ONLY FILE NO. -
Licensee WEAR LICENSEE, LLC			
Call Sign WEAR-TV	Facility Id 71363		Previous Call Sign (if applicable)
Community of License			
City	State	County	Zip Code
PENSACOLA	FL	ESCAMBIA	32506 -
Nielsen DMA MOBILE-PENSACOLA (FT WALT)	World Wide Web Home Page Address WWW.WEARTV.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2013
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	3		
<input checked="" type="checkbox"/> Digital	17		
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 checked="" type="checkbox"/> Option One (A and D)	<input checked="" type="checkbox"/> Option Two (B and D)	<input checked="" type="checkbox"/> Option Three (C and D)	
Over the past quarter, have you fully complied with the requirements of this option?	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
Application Purpose:			
<input checked="" type="checkbox"/> DTV Education Report			
<input checked="" type="checkbox"/> 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 Tickets (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	516
Total 5:00 a.m. to 1:00 a.m. CSTs	369
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	62
Total 6:00 a.m. to 9:00 a.m. CSTs	25
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	182
Total 5:00 p.m. to 10:35 p.m. CSTs	110
Comments:	
THE PSAS WHICH WE AIRED WERE PROVIDED BY THE NAB AND BY THE ABC NETWORK, AND WE CUSTOMIZED EACH OF THESE WITH PARTICULAR INFORMATION ABOUT OUR STATION. FOLLOWING ARE THE SCRIPTS FOR THESE PSAS:	
<p>#74043 "JUST A BOX" :30 YOUR ANTENNA TV COULD BECOME JUST A BOX... IF YOU DON'T GET "THIS BOX". IN FEBRUARY, 2009 SOME TV'S WILL STOP WORKING, UNLESS THEY'RE UPGRADED WITH THIS D-TV CONVERTER BOX. WITHOUT IT, YOUR ANTENNA TV WILL NOT WORK. MAKE SURE YOUR TV... IS D-TV. CALL 888-DTV-2009, OR VISIT DTVANSWERS.COM DON'T LET YOUR TV BECOME JUST A BOX. THIS ANNOUNCEMENT IS BROUGHT TO YOU BY WEAR-ABC3.</p>	
<p>#74056 "JUST A BOX" :15 DON'T LET YOUR ANTENNA TV BECOME "JUST A BOX" ... UPGRADE IT WITH THIS DIGITAL CONVERTER BY FEBRUARY 2009 OR IT WILL NOT WORK.</p>	

CALL THIS NUMBER OR VISIT THIS WEBSITE...
DON'T LET YOUR TV BECOME JUST A BOX.

#74057 "IN THE AIR" :30

THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR!
IF YOU OWN AN ANTENNA TV YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO
DIGITAL TV OR IT WILL STOP WORKING.
CALL 888-DTV-2009, OR VISIT DTV2009.GOV TO GET A BIG DISCOUNT COUPON ON THIS
LOW COST DIGITAL CONVERTER BOX.
THEN ENJOY DTV WITH BETTER PICTURE AND SOUND.
MAKE SURE YOUR TV... IS D-TV.
THIS ANNOUNCEMENT IS BROUGHT TO YOU BY WEAR-ABC3.

#74058 "IN THE AIR" :15

DIGITAL IS IN THE AIR!
IF YOU OWN AN ANTENNA TV YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO
DIGITAL TV OR IT WILL STOP WORKING.
CALL THIS NUMBER OR VISIT THIS WEBSITE TO MAKE SURE YOUR TV... IS D-TV.

#75004 "THE DIGITAL EVOLUTION" :30

THE DIGITAL EVOLUTION IS COMING, AND ABC WANTS YOU TO BE READY. DIGITAL TV'S
GOT BETTER PICTURES...BETTER SOUND... AND MORE CHANNELS. IN FACT, DIGITAL IS
THE VERY BEST WAY TO EXPERIENCE TELEVISION. STARTING FEBRUARY 17, 2009, ALL
BROADCAST TV HAS TO BE DIGITAL BY LAW. SOME TVS WILL NEED AN UPGRADE TO GET
DIGITAL, AND ABC WANTS YOU TO GET THE FACTS SO YOU CAN CONTINUE TO ENJOY
ALL YOUR FAVORITE PROGRAMS. VISIT DTVANSWERS.COM TO LEARN MORE, OR CALL
THIS NUMBER TO FIND OUT HOW YOU CAN BE PREPARED

#75005 ."THE DIGITAL EVOLUTION" :15

ABC WANTS YOU READY FOR THE DIGITAL EVOLUTION. DIGITAL QUALITY IS FAR
BETTER, SO STARTING FEBRUARY 17, 2009, ALL BROADCAST TV HAS TO BE DIGITAL BY
LAW. SOME TVS WILL NEED AN UPGRADE. VISIT DTVANSWERS.COM, OR CALL TO LEARN
HOW YOU CAN GO DIGITAL.

#74049 "EVERYTHING'S BETTER WHEN IT'S DIGITAL" :60

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 17, 2009. BUT DON'T WAIT. SWITCH NOW SO YOU CAN ENJOY ALL THE DIGITAL
PROGRAMMING WEAR IS ALREADY BROADCASTING ON CHANNELS 3.1 AND 3.2.
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.

#74058 "ANIMATION REVISED" :15

ANNOUNCER: HEY COOL CATS GET A DTV CONVERTER BOX ON YOUR ANTENNA TV BY
FEBRUARY 2009 OR IT'LL BLITZ OFF. FOR HELP DIAL THIS NUMBER OR CHECK OUT
DTVANSWERS.COM.

#74057 "ANIMATION REVISED" :30

ANNOUNCER: HEY COOL CATS, 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, AND MORE CHANNELS. IF YOU WATCH AN ANTENNA TV, JUST GET A DTV CONVERTER BOX BY FEBRUARY 2009 OR YOUR TV WILL BLITZ OFF. GET SET FOR FREE DTV NOW. FOR HELP DIAL THIS NUMBER, OR CHECK OUT DTVANSWERS.COM ON YOUR COMPUTATION MACHINE.

#74056 "ASK MR. TELEVISION" :15

MR. TELEVISION: "TIMMY, ANTENNA TVS MUST BE UPGRADED TO DIGITAL OR THEY'LL STOP WORKING."

TIMMY: "WHAT CAN WE DO?"

MR. TELEVISION: "VISIT DTVANSWERS.COM OR CALL THIS NUMBER."

TIMMY: "I'LL MAKE SURE MY TV IS DTV."

#74043 "ASK MR. TELEVISION" :30

ANNOUNCER: "ASK MR. TELEVISION."

MR. TELEVISION: "TIMMY, ANTENNA TVS MUST BE UPGRADED TO DIGITAL 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 PICTURE AND SOUND AND EVEN MORE CHANNELS."

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 MY TV IS DTV."

FOLLOWING IS THE TEXT FOR THE CRAWLS (CSTS) THAT AIRED:

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 BECAUSE OF THE NATION'S TRANSITION TO DIGITAL BROADCASTING. ANALOG-ONLY TVS SHOULD CONTINUE TO WORK AS BEFORE WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCRS, DVD PLAYERS, AND SIMILAR PRODUCTS. MORE INFORMATION IS AVAILABLE BY PHONE TOLL-FREE AT 1-888-388-2009, AND ONLINE AT WWW.DTV2009.GOV OR WWW.DTVANSWERS.COM. YOU MAY ALSO CONTACT WEAR-TV AT 850-456-3333 OR ONLINE AT WWW.WEARTV.COM.

THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON OUR STATION WEBSITE, WWW.WEARTV.COM, AND IN THE STATION'S 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

2

Comments:

ON SATURDAY, 07/12/2008, 04:00PM-04:30PM, WEAR AIRED "COUNTDOWN TO DTV: ARE YOU READY?". THIS PROGRAM WAS PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS FOR THE SPECIFIC PURPOSE OF EDUCATING CONSUMERS ON ALL FACETS OF THE DTV TRANSITION.

ON SUNDAY, 09/07/2008, 05:00PM-05:30PM, WEAR AIRED "DTV SIMPLIFIED", PRODUCED BY THE MINNESOTA ASSOCIATION OF BROADCASTERS AND PROVIDED TO THE ALABAMA BROADCASTERS ASSOCIATION. THIS PROGRAM EXPLAINED TO VIEWERS WHAT THE DTV TRANSITION IS ALL ABOUT; WHO NEEDS A DTV CONVERTER BOX AND WHO DOESN'T; THE STEPS TO FOLLOW TO GET THE \$40 REBATE COUPONS; AND HOW TO SET UP THE CONVERTER BOXES ONCE YOU GET ONE.

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?

	<i>Graphic Displays</i>
	<i>Animated Graphics</i>
	<i>Graphic and Audio Displays</i>
	<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="checkbox"/> Yes <input checked="" type="checkbox"/> No
Comments:	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> 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="checkbox"/> Yes <input checked="" type="checkbox"/> No
Comments:	
OUR WEBSITE CONTAINS A PAGE (WEAR-DT FAQ) WHICH PROVIDES AN EXPLANATION OF THE DTV TRANSITION AND DETAILS WEAR'S DIGITAL STATION PROGRESS. THE PAGE INCLUDES INFORMATION ON HOW VIEWERS CAN RECEIVE OUR DIGITAL SIGNAL, AND INCLUDES LINKS TO WWW.DTV.GOV AND WWW.DTVANSWERS.COM. THE PAGE ALSO INFORMS VIEWERS OF THE FEBRUARY 17, 2009 ANALOG CUT-OFF DATE, AND PROVIDES THE 1-888-DTV-2009 INFORMATION NUMBER AND THE LINK TO WWW.DTV2009.GOV FOR	

THE COUPON PROGRAM.

OUR WEBSITE CONTAINS ANOTHER PAGE, "DTV", WHICH INCLUDES THE COUNTDOWN CLOCK TO THE DTV TRANSITION, AND OFFERS FAQs AND TROUBLESHOOTING GUIDES FOR DTV. IT ALSO HAS LINKS TO DTV.GOV, DTVTRANSITION.ORG, NTIA.DTV.GOV, DTV2009.GOV, DTVANSWERS.COM, AND DTVFACTS.COM IN ORDER FOR VIEWERS TO HAVE ACCESS TO AS MUCH INFORMATION AS POSSIBLE ABOUT THE DTV TRANSITION.

THE WEBSITE ALSO FEATURES A BANNER AD ROTATING THROUGH ALL PAGES GIVING THE ANALOG SHUTOFF DATE AND ASKING "ARE YOU READY?". IT THEN GIVES THE DTVANSWERS.COM LINK FOR FURTHER INFORMATION.

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:



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 OPERATIONS MANAGER
Signature J. LANDON SMITH	Date (mm/dd/yyyy) 10/07/2008

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 5:00:00AM
End time 1:00:00AM
Station(s) Mobile(WEAR)
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)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
----------	------	--------	------	------	----------	------	------	--------	------------	--------	---------	-------	---------	---------

Station: Mobile (WEAR)

Total for: Mobile (WEAR)

<u>\$0.00</u>	Total Spots:291
<u>\$0.00</u>	<u>Total Spots:291</u>

Grand Total:

*** 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)	Mobile(WEAR)	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>	Page Break Options	<NONE SELECTED>
Spot Type(s)	Auto Racing	Level 1 Grouping	Station
	Baseball	Level 2 Grouping	<NONE>
	Basketball	Level 3 Grouping	<NONE>
	Commercial Break (SPOT)	Level 4 Grouping	<NONE>
	Football	Level 5 Grouping	<NONE>
	Golf	Sort Order 1	Broadcast/Log Date
	Hockey	Sort Order 2	<NONE>
	Horse Racing	Sort Order 3	<NONE>
	Kids	Log Date(s)	07/01/08 - 09/30/08
	Live Commercial	Filter Option	Date Range of Logs (if locked)
	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
----------	------	--------	------	------	----------	------	------	--------	------------	--------	---------	-------	---------	---------

Station: Mobile (WEAR)

Total for: Mobile (WEAR)

<u>\$0.00</u>	Total Spots:476
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:476</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

ABC Television Network
FY08/FY09 DIGITAL TRANSITION PSA CAMPAIGN
QUARTERLY REPORT (6/30/08 -9/28/08)
06-30-2008 to 09-28-2008

<u>PSA</u>	<u>Program Name</u>	<u>Frequency</u>	<u>Type</u>	<u>Promo Time (hh:mm:ss)</u>	<u>Estimate TRPs</u>
					<u>A18-49</u>
VIDEO PROMOS					
<u>9:00am - 6:00pm</u>					
ABC/DIGITAL TRANSIT	All My Children	1	8/29/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	07/01/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	07/08/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	07/15/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	07/22/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	07/29/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	08/08/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	08/12/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	08/19/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	09/02/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	09/09/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	09/16/2008	0:00:15	0.8
ABC/DIGITAL TRANSIT	One Life To Live	1	09/23/2008	0:00:15	0.9
<u>9:00am - 6:00pm</u>		13		0:03:15	10.1
<u>6:00am - 9:00am</u>					
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	07/04/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	07/11/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	07/18/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	07/25/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	08/01/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	08/08/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	08/15/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	08/22/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	08/29/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	09/05/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	09/12/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	09/19/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	Good Morning America (M-F)	1	09/26/2008	0:00:15	1.0
<u>6:00am - 9:00am Total</u>		13		0:03:15	11.8
<u>6:00pm - 11:35pm</u>					
ABC/DIGITAL TRANSIT	AM FUNNIEST HOME VIDEOS	1	09/05/2008	0:00:15	1.1
ABC/DIGITAL TRANSIT	AM FUNNIEST HOME VIDEOS	1	09/19/2008	0:00:30	1.5
ABC/DIGITAL TRANSIT	FRIDAY MOVIE OF THE WEEK	1	08/29/2008	0:00:30	1.1
ABC/DIGITAL TRANSIT	HIGH SCHOOL MUSICAL: GET IN THE PI	1	09/01/2008	0:00:15	0.9
ABC/DIGITAL TRANSIT	HIGH SCHOOL MUSICAL: GET IN THE PI	1	09/08/2008	0:00:30	0.9
ABC/DIGITAL TRANSIT	SATURDAY MOVIE OF THE WEEK	1	08/09/2008	0:00:30	1.2
ABC/DIGITAL TRANSIT	SATURDAY MOVIE OF THE WEEK	1	08/16/2008	0:00:30	1.2
ABC/DIGITAL TRANSIT	SATURDAY MOVIE OF THE WEEK	1	08/23/2008	0:00:30	1.2
ABC/DIGITAL TRANSIT	WIPEOUT	1	08/02/2008	0:00:30	0.9
ABC/DIGITAL TRANSIT	WONDERFUL WORLD DISNEY	1	07/05/2008	0:00:30	1.1
ABC/DIGITAL TRANSIT	WONDERFUL WORLD DISNEY	1	07/12/2008	0:00:30	1.1
ABC/DIGITAL TRANSIT	WONDERFUL WORLD DISNEY	1	07/19/2008	0:00:30	1.1
ABC/DIGITAL TRANSIT	WONDERFUL WORLD DISNEY	1	07/26/2008	0:00:30	1.1
ABC/DIGITAL TRANSIT	AFFILIATE BASELINE PLAN	1	07/26/2008	0:00:30	0.0
<u>6:00pm - 11:35pm Total</u>		14		0:06:30	14.5
<u>5:00am - 1:00am Total</u>		40		0:13:00	36.3

**ABC Television Network
 FY08/FY09 DIGITAL TRANSITION PSA CAMPAIGN
 QUARTERLY REPORT (6/30/08 -9/28/08)
 06-30-2008 to 09-28-2008**

10/10/2008

<u>PSA</u>	<u>Program Name</u>	<u>Frequency</u>	<u>Type</u>	<u>Promo Time (hh:mm:ss)</u>	<u>Estimate TRPs</u>
					<u>A18-49</u>
LOWER THIRDS					
9:00am - 6:00pm					
DIGITAL TV	All My Children	1	07/03/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	07/11/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	07/24/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	08/01/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	08/07/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	08/14/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	08/20/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	08/21/2008	0:00:07	0.7
DIGITAL TV	All My Children	1	08/27/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	08/28/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	08/29/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	09/03/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	09/05/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	09/11/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	09/18/2008	0:00:07	0.8
DIGITAL TV	All My Children	1	09/26/2008	0:00:07	0.8
DIGITAL TV	General Hospital	1	07/03/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/09/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/11/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/16/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/18/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/22/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/23/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	07/30/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	08/06/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	08/14/2008	0:00:07	0.9
DIGITAL TV	General Hospital	1	08/28/2008	0:00:07	0.8
DIGITAL TV	General Hospital	1	09/05/2008	0:00:07	0.8
DIGITAL TV	General Hospital	1	09/12/2008	0:00:07	0.8
DIGITAL TV	General Hospital	1	09/15/2008	0:00:07	0.8
DIGITAL TV	General Hospital	1	09/19/2008	0:00:07	0.8
DIGITAL TV	General Hospital	1	09/26/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	07/11/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	07/14/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	07/16/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	07/21/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	07/28/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	07/30/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/04/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/06/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/11/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/14/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/19/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/20/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/27/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	08/28/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	09/05/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	09/09/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	09/10/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	09/17/2008	0:00:07	0.8
DIGITAL TV	One Life To Live	1	09/23/2008	0:00:07	0.9
DIGITAL TV	One Life To Live	1	09/25/2008	0:00:07	0.9
9:00am - 6:00pm		52		0:06:04	41.0

ABC Television Network
FY08/FY09 DIGITAL TRANSITION PSA CAMPAIGN
QUARTERLY REPORT (6/30/08 -9/28/08)
06-30-2008 to 09-28-2008

<u>PSA</u>	<u>Program Name</u>	<u>Frequency</u>	<u>Type</u>	<u>Promo Time (hh:mm:ss)</u>	<u>Estimate TRPs</u>	
					<u>A18-49</u>	
6:00pm - 11:35pm						
DIGITAL TV	AM FUNNIEST HOME VIDEOS	1	09/05/2008	0:00:07		1.1
DIGITAL TV	AM FUNNIEST HOME VIDEOS	1	09/05/2008	0:00:07		1.1
DIGITAL TV	AM FUNNIEST HOME VIDEOS	1	09/19/2008	0:00:07		1.5
DIGITAL TV	AM FUNNIEST HOME VIDEOS	1	09/19/2008	0:00:07		1.5
DIGITAL TV	AM FUNNIEST HOME VIDEOS	1	09/19/2008	0:00:07		1.5
DIGITAL TV	AM FUNNIEST HOME VIDEOS	1	09/19/2008	0:00:07		1.5
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/01/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/01/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/08/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/08/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/15/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/15/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/22/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/22/2008	0:00:07		1.3
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/29/2008	0:00:07		1.1
DIGITAL TV	FRIDAY MOVIE OF THE WEEK	1	08/29/2008	0:00:07		1.1
DIGITAL TV	HIGH SCHOOL MUSICAL: GET IN THE PI	1	09/08/2008	0:00:07		0.9
DIGITAL TV	HIGH SCHOOL MUSICAL: GET IN THE PI	1	09/08/2008	0:00:07		0.9
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/05/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/05/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/12/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/12/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/19/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/19/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/26/2008	0:00:07		1.1
DIGITAL TV	WONDERFUL WORLD DISNEY	1	07/26/2008	0:00:07		1.1
6:00pm - 11:35pm Total		26		0:03:02		31.7
5:00am - 1:00am Total		78		0:09:06		72.7