

Federal Communications Commission

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Account number: 420950

Description: 388 DTV QUARTERLY RPT, KSAX, 7/10/08

Application Reference Number: 20080710ABV

Successfully filed at Jul 10 2008 10:19AM

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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 -20080710ABV	
Licensee KSAX-TV, INC.			
Call Sign KSAX	Facility Id 35584	Previous Call Sign (if applicable)	
Community of License			
City ALEXANDRIA	State MN	County DOUGLAS	Zip Code 56308 -
Nielsen DMA MINNEAPOLIS-ST. PAUL	World Wide Web Home Page Address WWW KSAX.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	42		
<input checked="" type="checkbox"/> Digital	36		
Report reflects information for quarter ending: 06/30/2008			
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	651
Total 5:00 a.m. to 1:00 a.m. CSTs	195
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.	107

PSAs	
Total 6:00 a.m. to 9:00 a.m.	0
CSTs	
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.	207
PSAs	
Total 5:00 p.m. to 10:35 p.m.	72
CSTs	
Comments:	

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs	1
Comments: 6/14/08 AT 6:30 PM	

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	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: KSAX (TV) MAINTAINS A PERMANENT LINK ON THE LEFT HAND NAVIGATION BAR OF THE FRONT PAGE	

TO DIGITAL TV INFORMATION. CLICKING ON THE LINK DIRECTS THE USER TO A PAGE WITH INFORMATION ABOUT THE DIGITAL CONVERSION AS WELL AS LINKS TO THE FEDERAL GOVERNMENT COUPON PROGRAM, DIGITAL SIGNAL COVERAGE AREA AND THE CONVERSION DEADLINE.

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:
 APRI 5, 2008-STATION MANAGER ED SMITH AND OFFICE ADMINISTRATOR MELISSA MATHEWS MET WITH AND SPOKE TO DOZENS OF VIEWERS AT THE ECHO PRESS LIFESTYLES EXPO ABOUT THE DIGITAL CONVERSION AND HOW IT AFFECTS EVERYONE. DTV CONVERTER BOXES WERE ON HAND TO DEMONSTRATE HOW THEY WORK AND PRINTED MATERIALS ABOUT THE DTV CONVERTER BOX COUPON PROGRAM WERE PROVIDED.

Community Events

Comments:
 APRI 23, 2008--STATION MANAGER ED SMITH JOINED STAFF MEMBERS FROM SENATOR KLOBUCHAR'S OFFICE DURING THE DTV EDUCATION TOUR IN ALEXANDRIA AND MARSHALL. THE MEETINGS WERE FREE AND OPEN TO THE PUBLIC AND DESIGNED TO RAISE CONSUMER AWARENESS ABOUT THE NEED TO BE READY FOR THE DIGITAL TRANSITION. THE MEETING WAS ATTENDED BY APPROXIMATELY 45 PEOPLE IN ALEXANDRIA AND 23 PEOPLE IN MARSHALL. PRINTED INFORMATION ON APPLYING FOR THE DTV CONVERTER BOX COUPON WAS MADE AVAILABLE TO ALL ATTENDEES.

Other (describe)

Comments:
 MAY 1, 2008--STATION MANAGER ED SMITH CONDUCTED AN INFORMATIONAL CLASS THROUGH DISTRICT 206 COMMUNITY EDUCATION TO HELP RAISE CONSUMER AWARENESS ABOUT THE DIGITAL TRANSITION. THE CLASS FEATURED A DEMONSTRATION OF A CONVERTER BOX AND ITS CONNECTION TO AN ANALOG TV SET. APPROXIMATELY 7 PEOPLE ATTENDED THE CLASS AND PRINTED INFORMATION ON APPLYING FOR THE DTV CONVERTER BOX COUPON WAS MADE AVAILABLE TO ALL ATTENDEES.

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 STATION MANAGER
Signature EDWARD SMITH	Date (mm/dd/yyyy) 07/10/2008

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).

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