

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20081010ATK	
Licensee MISSION BROADCASTING, INC.					
Call Sign KSAN-TV		Facility Id 307		Previous Call Sign (if applicable)	
Community of License					
City SAN ANGELO		State TX	County TOM GREEN		Zip Code 76903 -
Nielsen DMA SAN ANGELO		World Wide Web Home Page Address HTTP://CONCHOVALLEYHOMEPAGE.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	3				
<input checked="" type="checkbox"/> Digital	16				
Report reflects information for quarter ending: 09/30/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Application Purpose:</b>					
<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	621
Total 5:00 a.m. to 1:00 a.m. CSTs	295
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	101
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00	

p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs	191
Total 5:00 p.m. to 10:35 p.m. CSTs	295

Comments:

IN ADDITION TO THE DTV CRAWL (CST'S) THAT AIRS DURING EVERY NEWSCAST AT THE TOP OF THE SCREEN AND ARE ACCOUNTED FOR IN SECTION B OF THIS DOCUMENT, WE HAVE PROGRAMMED THE SAME DTV MESSAGE INTO OUR NEWSTICKER THAT AIRS THROUGHOUT EACH NEWSCAST AND RUNS AT THE BOTTOM OF THE SCREEN. THIS CRAWL AIRED OVER 200 TIMES THROUGHOUT THE LOCAL NEWSCASTS IN 3RD QUARTER, 2008 BUT WAS NOT ACCOUNTED FOR IN SECTION B OF THIS DOCUMENT. BOTH THE DTV CRAWL (CST'S) AND THE NEWSTICKER CRAWL ANNOUNCE THE FOLLOWING MESSAGE: "AFTER FEBRUARY 17, 2009, A TELEVISION RECEIVER WITH ONLY AN ANALOG BROADCAST TUNER WILL REQUIRE A DIGITAL CONVERTER BOX TO RECEIVE OVER-THE-AIR BROADCASTS WITH AN ANTENNA BECAUSE OF THE NATIONS TRANSITION TO DIGITAL BROADCASTING. ANALOG-ONLY TV'S WILL CONTINUE TO WORK WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCR'S, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION LOG-ON TO CONCHOVALLEYHOMEPAGE.COM AND CLICK ON DTV ANSWERS OR CALL (1-888-DTV 2009)."

THE NUMBERS REPORTED IN THIS SECTION DO NOT REFLECT ALL OF THE DTV TRANSITION SPOTS INCLUDED IN NETWORK AND SYNDICATED PROGRAMMING, WHICH CAN BE SIGNIFICANT IN NUMBER BUT ARE NOT TRACKED IN THE STATION'S TRAFFIC SYSTEM.

**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	3
Comments: KSAN AIRED A 30 MINUTE DTV TRANSITION PROGRAM ON AUGUST 31ST AT 10:30AM AND 11:00AM AND AGAIN ON SEPTEMBER 21ST AT 3:00AM.	

**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: N/A	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: KSAN RAN A TWO PART SERIES ON THE DIGITAL TRANSITION DURING JULY, 2008. THE DATES THESE REPORTS RAN WERE JULY 23RD AND JULY 24TH DURING BOTH THE 6PM AND 10PM NEWS.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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:	

ON OUR WEB SITE, CONCHOVALLEYHOMEPAGE.COM, WE FEATURE A DEDICATED TAB CALLED DTV ANSWERS. THIS TAB WILL TAKE THE WEB SITE VIEWER TO A DEDICATED SECTION THAT PROVIDES INFORMATION, ANSWERS AND LINKS ABOUT THE DIGITAL TRANSITION. COMPLETED FORMS 388 ARE ALSO POSTED FOR VIEWING ON THIS PAGE.

**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:  
 SPECIALLY DESIGNED DTV BROCHURES WERE PASSED OUT AND DISCUSSED WHILE WE ATTENDED THE KSAN FRISBEE FLY AT KIRBY PARK IN SAN ANGELO. THIS EVENT WAS HELD ON SEPTEMBER 27TH, 2008.

Other (describe)  
 Comments:  
 STATION MANAGEMENT WAS INTERVIEWED BY THE LOCAL NEWSPAPER, SAN ANGELO STANDARD TIMES, WHICH RESULTED IN AN ARTICLE ON THE DIGITAL TRANSITION THAT RAN ON THE FRONT PAGE OF THE LOCAL NEWS SECTION OF THE PAPER ON JULY 27TH, 2008.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments:  
 MISSION BROADCASTING, INC. CONTINUES TO EDUCATE ITS STATIONS ON THE MOST UP TO DATE CHALLENGES FACING OUTREACH AND EDUCATION REGARDING DTV. BECAUSE LOW POWER AND TRANSLATOR MESSAGES CAN BE CONFUSING IF DISSEMINATED WIDELY, MISSION HAS ENCOURAGED AFFECTED STATIONS TO ADD VERBIAGE IN THEIR NEWSCASTS, PROMOS, AND CRAWLS REGARDING ANTENNA ISSUES RELATING TO UHF, VHF, AND COMBO ANTENNAS.  
 IN LATE DECEMBER 2007, MISSION BECAME PART OF A FULL DTV AWARENESS AND EDUCATIONAL CAMPAIGN THAT WAS IMPLEMENTED AT EACH OF OUR STATIONS ON FEBRUARY 17, 2008. THE GOAL WAS TO BE THE DEFINITIVE LOCAL SOURCE FOR DTV EDUCATION. EMPHASIZING LOCALISM WAS THE KEY IN PROVIDING EIGHT (8) GENERIC SPOTS RELATING TO VARIOUS ASPECTS OF THE CONVERSION TO EACH MARKET THAT COULD BE CUSTOMIZED WITH THEIR LOCAL NEWS TALENT. EACH SPOT PUSHED VIEWERS TO THEIR RESPECTIVE LOCAL WEBSITE TO GAIN MORE INFORMATION INCLUDING FORUMS FOR LOCAL DISCUSSIONS. EACH MISSION STATION ALSO HAS BEEN PROVIDED WITH A WEB SITE TEMPLATE ON THE DTV TRANSITION THAT COULD BE CUSTOMIZED. WE INCLUDED IN THE TEMPLATE AREAS FOR A STATION TO ADD SPECIFIC INFORMATION RELATED TO THAT LOCAL MARKET'S DTV EDUCATION EFFORTS AS WELL AS A COUNTDOWN CLOCK TO THE CONVERSION DEADLINE. A SAMPLE OF A MARKET WEBSITE, SPOTS, AND OUTREACH EFFORTS CAN BE FOUND AT WWW.OZARKSFIRST.COM/DTVANSWERS/. MISSION RECENTLY UPDATED THE INFORMATION ON THOSE PAGES AND REQUIRED EACH OF ITS STATIONS TO PLACE MORE PROMINENTLY THE TAB TO ACCESS DTV TRANSITION FAQs AND ANSWERS.  
 WE'RE ADDRESSING OUTREACH IN OTHER AREAS AS WELL WITH THE NON WEB SAVVY ELDERLY POPULATION. MISSION USES CUSTOMIZED BROCHURES FOR EACH MARKET THAT CAN BE MAILED OR PICKED UP AT THE EACH STATION. THESE ARE ALSO USED IN TRADE SHOW DISPLAYS AS WELL AS LOCAL DTV SPEAKING ENGAGEMENTS. WE ALSO CREATED THE SAME BROCHURE IN SPANISH FOR EACH MARKET IF SO REQUESTED.

<b>Station Certification</b>	
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 PRESIDENT
Signature DAVID S. SMITH	Date (mm/dd/yyyy) 10/10/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR

IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

**FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT**

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, 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.**