

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. -20090112ALZ
Licensee CBS BROADCASTING INC.			
Call Sign KCCW-TV	Facility Id 9640	Previous Call Sign (if applicable)	
Community of License			
City WALKER	State MN	County CASS	Zip Code 56484 -
Nielsen DMA MINNEAPOLIS-ST. PAUL	World Wide Web Home Page Address WCCO.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 04/01/2006	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	12		
<input checked="" type="checkbox"/> Digital	20		
Report reflects information for quarter ending: 12/31/2008			
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	298
Total 5:00 a.m. to 1:00 a.m. CSTs	279
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	32
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	71
Total 5:00 p.m. to 10:35 p.m. CSTs	64

Comments:

THE TITLES OF THE PSAS WE HAVE RUN ARE: NAB JUST A BOX (1-888-DTV-2009, DTVANSWERS.COM), NAB DIGITAL IS IN THE AIR (1-888-DTV-2009, DTV2009.GOV), NAB FUTURE IS HERE (1-888-DTV-2009, DTVANSWERS.COM). NAB MR. TELEVISION (1-888-DTV-2009, DTVANSWERS.COM) NAB NOT TECHNICALLY MINDED (1-888-DTV-2009, DTVANSWERS.COM), ANTENNA HIGHWAY -888-DTV-2009, DTVANSWERS.COM) RETRO ANIMATION 1-888-DTV-2009, DTVANSWERS.COM); NAB ENJOY IT NOW :30 & :15 AND HELP NOW :30 & :15.

STATION ALSO AIRED THE FOLLOWING NETWORK PSAS:

DTV "NEW TECHNOLOGY" GREG GUMBEL (1-888 DTV-2009; DTVANSWERS.COM)
 DTV "NEW TECHNOLOGY" DAVE PRICE (1-888 DTV-2009; DTVANSWERS.COM)
 DTV "NEW TECHNOLOGY" MAGGIE RODRIGUEZ (1-888 DTV-2009; DTVANSWERS.COM)
 DTV "NEW TECHNOLOGY" RUSS MITCHELL (1-888 DTV-2009; DTVANSWERS.COM)
 DTV "SWITCH" JULIE CHEN (1-888 DTV-2009; DTVANSWERS.COM)
 DTV "TAKE ACTION" JULIE CHEN (1-888 DTV-2009; DTVANSWERS.COM)
 DTV NCIS "GET READY" (1-888 DTV-2009; DTVANSWERS.COM)

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	11
Comments: THE 30-MINUTE SPECIAL, "DTV SIMPLIFIED", A PRODUCTION OF THE MINNESOTA BROADCASTERS AND BEST BUY, RAN 11 TIMES BETWEEN OCTOBER 4TH AND DECEMBER 28TH, 2008. THE PROGRAM RAN 9 TIMES BETWEEN THE HOURS OF 7AM AND 10:35PM, CENTRAL STANDARD TIME.	

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
90	Animated Graphics
0	Graphic and Audio Displays
52	Longer Form Reminders
Comments: WCCO/KCCO/KCCW ADDED THE "100-DAY" COUNTDOWN INFORMATION TO THE EXISTING DTV SNIPE WHICH INCLUDES THE NUMBER OF DAYS, THE TRANSITION DATE AND THE DTV PHONE NUMBER AND WEB ADDRESS. THIS SNIPE RUNS TWICE A DAY M-F AND ONCE ON SATURDAY. WE ALSO CREATED UNIQUE, 10-SECOND COMMERCIALS (ONE PER DAY FROM 11/10 - 12/31) IN WHICH A PERSON GAVE THE COUNTDOWN UNTIL THE SWITCH. "HI, I'M (JOHN DOE) FROM (HOMETOWN). THERE ARE ONLY XX DAYS UNTIL THE DIGITAL TELEVISION SWITCH. FOR MORE INFORMATION GO TO WCCO.COM/DIGITAL." THE	

END GRAPHIC HAD THE WEB ADDRESS AND THE DTV PHONE NUMBER ON IT.

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>- NEWS ON 12/17 WE DID A FEATURE STORY IN OUR "GOOD QUESTION" SEGMENT DURING OUR LATE NEWS IN WHICH OUR REPORTER ASKED, "WHAT ELSE WON'T WORK AFTER THE SWITCH TO DIGITAL?"</p> <p>- PROGRAMMING WE HAVE CUSTOM TAGGED A LOCALLY PRODUCED DTV TRANSITION PROGRAM PRODUCED BY BEST BUY'S YELLOW TAG PRODUCTIONS. THE MINNESOTA BROADCASTERS ASSOCIATION HAS FACILITATED THE CREATION OF THIS PROGRAM. WE AIRED THE PROGRAM SEVERAL TIMES IN Q4.</p> <p>- TESTING ON DECEMBER 17TH WCCO TV PERFORMED A "TEST RUN" OF ITS DIGITAL TRANSMISSION BETWEEN THE HOURS OF 7 A.M. AND 10 P.M. ON ITS KCCO, CHANNEL 7 AND KCCW, CHANNEL 12 NORTHERN TRANSMITTER. THE TRADITIONAL ANALOG TRANSMISSION WAS NOT AVAILABLE DURING THIS 15-HOUR TESTING PERIOD. LOCAL MEDIA OUTLETS IN THE KCCO/KCCW VIEWING AREAS WERE NOTIFIED OF THE TEST VIA A PRESS RELEASE AND MOST OUTLETS POSTED A NOTIFICATION ON THEIR WEB SITE. THE TEST WAS SUCCESSFUL AS WE RECEIVED VERY FEW EMAILS AND PHONE CALLS.</p> <p>- COMMERCIALS IN MID JULY WCCO CREATED AND LAUNCHED LOCALLY PRODUCED COMMERCIALS THAT ADDRESS THE UPCOMING SWITCH FROM ANALOG TO DIGITAL. THESE 5 COMMERCIALS FEATURE OUR NEWS TALENT IN A MOCK SETTING CALL THE "DTV CALL CENTER". THESE SPOTS DELIVER VITAL TRANSITION INFORMATION IN A HUMOROUS WAY. THE SPOTS WERE SHOT, EDITED AND BROADCAST IN HD.</p> <p>SPOTS: DTVDON-30, DTVAMELIA-20, DTVFRANK-30, DTVJT-30, DTVROSEN-20</p>	
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
<p>Comments:</p> <p>WE HAVE DTV NEWS AND LINKS TO THE FCC AND DTV ANSWERS.COM AS WELL AS OFFERING ANSWERS TO FAQS ABOUT HDTV. WE HAVE RECENTLY ADDED A STORY ABOUT OUR DIGITAL TRANSITION PLANS FOR OUR VIEWING AREA. THIS INFO EXPLAINS WHERE THE DIGITAL POSITIONS FOR OUR AIR AND SATELLITE WILL BE ON THE TUNERS. WE HAVE ALSO ADDED A COUNTDOWN CLOCK TO THE DAY OF TRANSITION. WE RECENTLY ADDED AN ARTICLE FEATURING ANALOG PASS-THROUGH TECHNOLOGY NOW AVAILABLE TO CONSUMERS. WE POSTED A WEB STORY ABOUT THE 12/17 TEST IN THE KCCO / KCCW AREA: HTTP://WCCO.COM/DIGITAL/WCCO.TV.DIGITAL.2.887511.HTML</p> <p>WE POSTED A WEB STORY AND ASSOCIATED VIDEO RE- KCCO / KCCW AND WCCO TESTS: HTTP://WCCO.COM/DIGITAL/WCCO.TV.DIGITAL.2.887511.HTML AND VIDEO: HTTP://WWW.WCCO.COM/VIDEO/?ID=52237@WCCO.DAYPORT.COM</p> <p>WE POSTED A WEB STORY AND ASSOCIATED VIDEO WITH JASON'S GOOD QUESTION ABOUT WHAT ELSE WON'T WORK: HTTP://WCCO.COM/GOODQUESTION/DIGITAL.TELEVISION.TRANSITION.2.889989.HTML AND VIDEO: HTTP://WWW.WCCO.COM/VIDEO/?ID=52248@WCCO.DAYPORT.COM</p> <p>DURING OUR DECEMBER 17TH TEST WE ALSO PUT AN "ALERT BOX" AT THE VERY TOP OF OUR HOME PAGE THAT LED PEOPLE TO OUR STORY EXPLAINING THE TEST ON BOTH WCCO AND KCCO/KCCW... AND ALSO LINKING TO A STORY FURTHER EXPLAINING THE SWITCH AND WHERE TO GET HELP.</p>	
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
	DIRECTOR OF PROMOTION AND PRODUCTION
Signature	Date (mm/dd/yyyy)
SCOTT D. WOOLDRIDGE	01/09/2009

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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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.

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