

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. -20081009ANB	
Licensee CBS BROADCASTING INC.			
Call Sign WCCO-TV	Facility Id 9629	Previous Call Sign (if applicable)	
Community of License			
City MINNEAPOLIS	State MN	County HENNEPIN	Zip Code 55403 -
Nielsen DMA MINNEAPOLIS-ST. PAUL	World Wide Web Home Page Address WWW.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	4		
<input checked="" type="checkbox"/> Digital	32		
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	
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	391
Total 5:00 a.m. to 1:00 a.m. CSTs	275
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	78
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	86
Total 5:00 p.m. to 10:35 p.m. CSTs	64
<p>Comments:</p> <p>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)</p> <p>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)</p>	

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:	

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 checked="" type="radio"/> Yes <input type="radio"/> No
Comments:	

- NEWS

7/28?DURING OUR 10PM NEWSCAST WE DID A "GOOD QUESTION" SEGMENT ABOUT WHY THE CONVERSION TO DIGITAL WAS HAPPENING. THE STORY RE-RAN DURING OUR NOON NEWS ON 7/29.

7/28?DURING OUR 6AM SHOW WE DIRECTED VIEWERS TO OUR WEBSITE TO LEARN HOW TO GET A CONVERTER BOX AND COUPON.

- PROGRAMMING (SOON)

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 ARE SCHEDULED TO AIR THE 30-MINUTE SHOW IN OCTOBER AND NOVEMBER.

- 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. WE WILL BE ROLLING OUT 5 MORE COMMERCIALS FROM THIS SERIES IN 4TH QUARTER. THE SPOTS WERE SHOT, EDITED AND BROADCAST IN HD.

SPOTS: DTVDON-30, DTVAMELIA-20, DTVFRANK-30, DTVJT-30, DTVROSEN-20

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:

WCCO.COM/DIGITAL LAUNCHED IN THE BEGINNING OF 2008; WE HAVE DIRECTED VIEWERS TO THE URL FROM NEWSCASTS. 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.

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:

- STATE FAIR
WE OFFERED MINNESOTA STATE FAIR VISITORS A DTV DEMONSTRATION AT OUR WCCO-TV BUILDING THIS PAST AUGUST 21 THROUGH LABOR DAY. THE FIRST TV IN OUR DISPLAY WAS AN ANALOG CHANNEL 4, THE NEXT ONE SHOWED A CONVERTER BOX FEED FROM 4-1, THE LAST ONE WAS 4-1 ON A FULL HD SET.

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 SCOTT D. WOOLDRIDGE	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.

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