

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. -20081009AQF	
Licensee CBS BROADCASTING INC.			
Call Sign WWJ-TV	Facility Id 72123	Previous Call Sign (if applicable)	
Community of License			
City DETROIT	State MI	County WAYNE	Zip Code 48033 -
Nielsen DMA DETROIT	World Wide Web Home Page Address WWW.WWJTV.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	62		
<input checked="" type="checkbox"/> Digital	44		
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	266
Total 5:00 a.m. to 1:00 a.m. CSTs	262
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	71
Total 6:00 a.m. to 9:00 a.m. CSTs	14
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	62
Total 6:00 p.m. to 11:35 p.m. CSTs	80
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments: DTV TRANSITION SPOTS: MAB PRODUCED: "HARWELL/DTV: A CHANGE IS COMING," "HARWELL/DTV & MCAA" AND "HARWELL/DTV." ALL THREE SPOTS EXPLAIN THE BENEFITS OF DIGITAL TELEVISION, INFORMS VIEWERS THAT SOME SETS MAY NEED AN UPGRADE AND ENCOURAGES VIEWERS TO LOG ON TO DTVANSWERS.COM AND/OR CALL 1-888-DTV.2009 FOR MORE INFORMATION. LOCALLY PRODUCED: "MAB/NBCI DTV EDUCATION DAY." THIS SPOT INFORMS VIEWERS OF A JOINT MAB/NBCI (NATIONAL BLACK CHURCH INITIATIVE) DTV EDUCATION DAY HELD AT THE DETROIT PUBLIC LIBRARY, JULY 22, 2008. LISTS DTVANSWERS.COM AND 1-888-DTV.2009 ON SPOT. NETWORK PRODUCED: "NEW TECHNOLOGY" WITH GREG GUMBEL, "NEW TECHNOLOGY" WITH DAVE PRICE, "NEW TECHNOLOGY" WITH MAGGIE RODRIGUEZ, "NEW TECHNOLOGY" WITH RUSS MITCHELL, "SWITCH" WITH JULIE CHEN, "TAKE ACTION" WITH JULIE CHEN, "NCIS/GET READY," AND "BOB BARKER/DTV TRANSITION." ALL SPOTS INFORMED VIEWERS OF UPCOMING TRANSITION TO DIGITAL AND LISTED 1-888-DTV-2009 AND DTVANSWERS.COM AS RESOURCES FOR INFORMATION.	

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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<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 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: WWJTV.COM HOSTS AN INFORMATION PAGE LINKED CLEARLY FROM ITS HOMEPAGE WITH A FULL EXPLANATION, AS SUPPLIED BY NAB, OF THE UPCOMING DTV TRANSITION. LINKS TO ALL OTHER AVAILABLE RESOURCES, INCLUDING THE DTV.GOV, WWW.NTIA.DOC.GOV AND DTVANSWERS.COM SITES.	
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.	
<input type="checkbox"/> Speaking Engagements	
Comments:	
<input checked="" type="checkbox"/> Community Events	
Comments: STATION PRODUCED AND RAN "MAB/NBCI DTV EDUCATION DAY" SPOT 7/14/08 THROUGH 7/22/08 SUPPORTING INITIATIVE IN DETROIT ON JULY 22, 2008 AT THE DETROIT PUBLIC LIBRARY. STATION ALSO USED 2 STREET ART FAIRS -- ONE IN WYANDOTTE, MI (7/9/08 - 7/12/08) AND THE OTHER IN ANN ARBOR, MI (7/16/08 - 7/19/08) AS A PLATFORM TO EDUCATE THE PUBLIC ABOUT THE DTV TRANSITION. USING NAB SUPPLIED PAMPHLETS FOR SOURCE MATERIAL, WWJTV STAFF GENERATED "TRUE OR FALSE" QUESTIONS WHICH CORRESPONDED TO A COLOR/PRIZE ON THE PRIZE WHEEL. WHEN VIEWERS ANSWERED THE QUESTION CORRECTLY, THEY RECEIVED A PRIZE. COMBINED ATTENDENCE AT BOTH STREET ART FAIRS IS ESTIMATED AT 1.2 MILLION PEOPLE.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: TREY FABACHER, VP/GM OF WWJ-TV PARTICIPATES ON MAB'S BOARD OF GOVERNORS' DTV TRANSITION SUB-COMMITTEE	
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 CREATIVE SERVICES
Signature PAM E. BAUMANN	Date (mm/dd/yyyy) 10/08/2008

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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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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