

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. -20090109ATF
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: 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	284
Total 5:00 a.m. to 1:00 a.m. CSTs	216
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	92
Total 6:00 a.m. to 9:00 a.m. CSTs	12
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	63
Total 6:00 p.m. to 11:35 p.m. CSTs	59
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," "HARWELL/DTV," "HELP NOW," AND "ENJOY IT NOW." THESE :30 SPOTS EXPLAIN THE BENEFITS OF DIGITAL TELEVISION, INFORM VIEWERS THAT SOME SETS MAY NEED AN UPGRADE AND ENCOURAGES THEM TO LOG ON TO DTVANSWERS.COM AND/OR CALL 1-888-DTV.2009 FOR MORE INFORMATION. "DTV HELPLINE/DON-LORS ELECTRONICS" :60. THIS SPOT OUTLINES A PARTNERSHIP BETWEEN THE MAB AND DON LORS ELECTRONICS IN WHICH VIEWERS ARE ENCOURAGED TO CALL A MICHIGAN DTV HELPLINE (1-888-MI-DTV-09) WHICH CONNECTS THEM TO LIVE OPERATORS EDUCATED ABOUT THE DTV TRANSITION WHO THEN HELP VIEWERS SOLVE THEIR CHALLENGES OVER THE PHONE. THEY ARE ALSO ABLE TO ORDER COUPONS AND CONVERTER BOXES FOR CALLERS. VIEWERS WERE ALSO GIVEN THE WWW.MICHIGANDTV.COM WEBSITE AS AN ADDITIONAL RESOURCE. LOCALLY PRODUCED: "MAB/DTV PREPAREDNESS TRAINING PSA." THIS :30 SPOT INFORMS VIEWERS OF DTV TRAINING PROGRAM ON OCTOBER 23, 2008 IN COOPERATION WITH THE NATIONAL GUARD AT LOCAL ARMORIES. VIEWERS ARE ENCOURAGED TO ATTEND A TRAINING SESSION IN WHICH LOCAL TELEVISION STATION ENGINEERS WILL BE ONSITE TO ANSWER QUESTIONS AND GIVE LIVE DEMONSTRATIONS OF INSTALLING AND USING A CONVERTER BOX AND ANTENNA. LISTS WWW.MICHIGANDTV.COM AS AN ADDITIONAL RESOURCE FOR MORE INFORMATION. "TEST YOUR TV TUESDAY" SPOTS (:30/:15 AND IDS) EXPLAIN A MARKET-WIDE, COOPERATIVE EFFORT BY THE DETROIT MARKET TO RUN SIMULTANEOUS SOFT TESTS IN THE 10 WEEKS LEADING UP TO THE TRANSITION ON FEBRUARY 17, 2009. VIEWERS ARE TOLD WHEN THE TESTS WILL BE RUN, AND LISTS 1-888-DTV-2572 AND WWW.MICHIGANDTV.COM AS ADDITIONAL RESOURCES FOR MORE INFORMATION. NETWORK/SYNDICATORS PRODUCED: "NEW TECHNOLOGY" WITH MAGGIE RODRIGUEZ, "JUDGE MATHIS/TRANSITION," "BOB BARKER/DTV TRANSITION," AND "RETRO." 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	2
Comments: DTV EDUCATION SPECIAL, "WHY DOESN'T MY TV WORK?": 30 MINUTE SPECIAL, WHICH AIRED ON SUNDAY, NOVEMBER 23RD, 2008 AT 8:30AM AND ALSO ON SUNDAY, DECEMBER 21ST, 2008 AT 1:00PM. POSITIONED AS A "PRIMER" FOR THE DIGITAL TRANSITION, THE PROGRAM EXPLAINED WHAT THE DIGITAL TRANSITION IS, WHY IT IS HAPPENING AND THE BENEFITS TO VIEWERS, AS WELL AS COVERING WHAT CONSUMERS NEEDED TO DO TO BE READY -- INCLUDING SECTIONS WITH ANTENNA/COUPON-CONVERTER BOX INFORMATION, WHAT TO LOOK FOR WHEN CONSIDERING A DIGITAL TV PURCHASE, AND CABLE AND SATELLITE OPTIONS. CONSUMERS WERE ENCOURAGED TO VISIT OUR WEBSITE (WWJTV.COM) FOR MORE INFORMATION.	

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
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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
52	Graphic and Audio Displays
0	Longer Form Reminders
Comments: "COUNTDOWN" :10 PSAS USE AUDIO AND VISUAL ELEMENTS TO REMIND/INFORM VIEWERS HOW MANY DAYS ARE LEFT UNTIL THE TRANSITION. COPY OF SPOT: THE DAYS ARE COUNTING DOWN TILL TV GOES ALL DIGITAL. BE READY FOR DTV! GRAPHICS ON SCREEN: COUNTDOWN TO DIGITAL! ___ DAYS TO GO! (CENTER OF SCREEN) FOR MORE INFO, CALL: 1-888-DTV-2009 OR LOG ON TO: WWW.DTVANSWERS.COM	

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: ON DECEMBER 16, 2008 AND CONTINUING OVER THE NEXT 10 WEEKS UNTIL THE DIGITAL TRANSITION ON FEBRUARY 17, 2009, THE DETROIT MARKET IS PARTICIPATING IN A COOPERATIVE SOFT-TEST EFFORT IN WHICH 7 LOCAL STATIONS AGREE TO SIMULTANEOUSLY RUN :60 TESTS ON THEIR STATIONS AT VARIOUS TIMES TO HELP VIEWERS DETERMINE IF THEIR TV SETS ARE "READY" OR "NOT READY." THIS INITIATIVE, EXCLUSIVELY DEVELOPED BY THE DETROIT MARKET, IS CALLED "TEST YOUR TV TUESDAYS," AND OCCURS AT DIFFERENT TIMES EACH TUESDAY, BEGINNING DECEMBER 16, 2008 AND CONTINUING THROUGH TUESDAY, FEBRUARY 17TH, 2009. SUPPORT HAS INCLUDED A CUSTOM :44 OPEN AND :44 CLOSE BEFORE THE FIRST TEST ON DECEMBER 16TH, 2008, AS WELL AS ON-GOING PROMOTIONAL SUPPORT THROUGH THE USE OF :30S, :15S AND IDS. TO DATE, FROM 5A TO 1A, WWJ-TV HAS RUN: (43) :30S, (76) :15S AND (42) :05S IN SUPPORT OF THE EFFORT, IN ADDITION TO THE :60 ON AIR TESTS EACH TUESDAY.	
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 , DTVANSWERS.COM, AND MICHIGANDTV.COM SITES. WEBSITE WAS ALSO UTILIZED TO SUPPORT BOTH THE DTV PREPAREDNESS TRAINING DAY EVENT ON OCTOBER 23, 2008, THE DTV EDUCATION SPECIAL, "WHY DOESN'T MY TV WORK?" INCLUDING SEGMENTS ON ANTENNA SELECTION, ORDERING COUPONS AND INSTALLING/USING CONVERTER BOXES, AND THE ON-GOING "TEST YOUR TV TUESDAYS" INITIATIVE.	
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 PARTICIPATED IN THE "MAB/DTV PREPAREDNESS TRAINING EVENT" ON OCTOBER 23, 2008. THIS PROGRAM, WHICH TEAMED UP THE MAB AND LOCAL STATIONS WITH THE NATIONAL GUARD WAS GEARED AROUND EDUCATING CONSUMERS ABOUT HOW TO INSTALL AND USE A CONVERTER BOX AND ANTENNA. WWJ-TV SENT TWO ENGINEERS TO PERSONALLY ANSWER QUESTIONS AND DEMONSTRATE AT ONE OF THE LOCAL ARMORIES.	

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) 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).

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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