

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090710AGU	
Licensee CBS BROADCASTING INC.					
Call Sign KCCW-TV		Facility Id 9640		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
WALKER		MN	CASS		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: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E					
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
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 Countdown piece per day during the 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	189
Total 5:00 a.m. to 1:00 a.m. CSTs	167
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	27
Total 6:00 a.m. to 9:00 a.m. CSTs	25
For stations located in the Atlantic, 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 Alaskan, 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	131
Total 5:00 p.m. to 10:35 p.m. CSTs	0
Comments:	
<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); NAB ENJOY IT NOW :30 & :15 AND HELP NOW :30 & :15; DTV-ANTENNA-30 & 15; DTV-RESCAN-30 & 15; DTV-HELP-15 (LOCAL). STATION ALSO AIRED THE FOLLOWING NETWORK PSAS:</p> <p>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> <p>STATION RAN DTV COUNTDOWN PIECES AS REQUIRED PRIOR TO THE ORIGINAL FEBRUARY 17, 2009 DTV TRANSITION DEADLINE. WE SUSPENDED THESE COUNTDOWN PIECES IN ACCORDANCE WITH FCC INSTRUCTIONS AND WILL RESUME A NEW 60-DAY COUNTDOWN ON APRIL 13 AND RAN THROUGH DAY ZERO (6-12-09).</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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	2
Comments: 6/6/09, NOON-12:30PM 6/7/09, 11A-11:30A	

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?	
0	Graphic Displays
60	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: ADDITIONAL TO SPOTS WE ROTATED ALL THREE MESSAGES IN PRIME, 7 DAYS/WK, VIA SNIPE.	

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, and in particular, nightlight effort, 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 RAN NEARLY A DOZEN STORIES IN THE WEEKS LEADING UP TO THE TRANSITION. THOSE STORIES WERE FEATURE IN OUR MORNING, EARLY EVENING AND LATE NEWSCASTS. THE INCLUDED	

TOPICS ON HOW TO RE-SCAN YOUR TUNER, WHERE YOU CAN STILL GET DIGITAL TV COUPONS, AND HOW TO USE THE ANTENNA ON YOUR HOME AMONGST OTHERS.

- NEWS ALSO HELPED PEOPLE FIND FREE SERVICES TO HELP THEM INSTALL THEIR DIGITAL TUNERS AND GAVE OUT PHONE NUMBERS FOR PEOPLE TO CALL IF THEY WERE HAVING TROUBLE WITH THEIR TELEVISIONS.

- WE CONDUCTED SOFT TESTS 5/21/09 FROM 7:25AM-7:30AM, 12:25PM-12:30PM AND 6:25PM-6:30PM

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:
 - CONTINUALLY UPDATED /DIGITAL SECTION
 - ADDED ONLINE TOOLS TO HELP WITH ANTENNAS AND SIGNAL STRENGTH AS THEY BECOME MORE RELEVANT
 - SHOWCASED A VERY LARGE BUTTON ON OUR HOME PAGE LEADING UP TO THE TRANSITION AND PLACED IT AT THE VERY TOP OF OUR HOME PAGE THROUGHOUT THE TRANSITION WEEKEND.
 - POSTED A LONG LIST OF SELF-HELP CENTERS IN ADVANCE OF THE TRANSITION WEEKEND.
 - SHOWCASED A DIGITAL TRANSITION COUNTDOWN CLOCK ON OUR DIGITAL 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:

Other (describe)

Comments:
 - FROM MIDNIGHT THURSDAY, JUNE 11 THROUGH 11:59 FRIDAY, JUNE 12TH WE RAN A CRAWL IN ENGLISH AND SPANISH.

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

Comments:
 THIS WAS THE COPY THAT WE RAN IN THE ABOVE CRAWL ON 6/11 AND 6/12:
 PLEASE BE ADVISED THAT AS OF 11:59 P.M. TONIGHT, THE ANALOG PROGRAM SIGNAL FOR THIS TELEVISION STATION WILL GO AWAY.
 WCCO TV WILL CONTINUE TO BROADCAST ON ITS DIGITAL SIGNAL, SO YOU WILL NEED DIGITAL TV EQUIPMENT TO RECEIVE THIS STATION.
 FOR MORE INFORMATION CALL: 1.866.293.4009.
 FOR INFORMATION ON THE DTV WALK-IN ASSISTANCE CENTERS OR IN-HOME DTV CONVERTER BOX INSTALLATION ASSISTANCE, GO TO WCCO.COM.

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 DIR. OF PROMOTION & PRODUCTION
Signature SCOTT D. WOOLDRIDGE	Date (mm/dd/yyyy) 07/10/2009

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.

Menu