

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090408ADM	
Licensee CBS BROADCASTING INC.					
Call Sign WWJ-TV		Facility Id 72123		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
DETROIT		MI	WAYNE		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: 03/31/2009					
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, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	414
Total 5:00 a.m. to 1:00 a.m. CSTs	294
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	96
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	118
Total 6:00 p.m. to 11:35 p.m. CSTs	89
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	
<p>Comments:</p> <p>DTV TRANSITION SPOTS:                      NAB PRODUCED:                      "CHECKLIST" :30 FOCUSES ON THE STEPS OVER THE AIR HOUSEHOLDS NEED TO TAKE TO UPGRADE, WITH A SPECIAL FOCUS ON RESCANNING AFTER FEBRUARY 17TH. NUMBER/INFORMATION LISTED ON SPOT: 1-888-CALL-FCC AND DTVANSWERS.COM. "COUNTDOWN" :15S EACH MARK THE DURATION OF THE REMAINING TIME BEFORE THE TRANSITION FEBRUARY 17TH (THREE WEEKS, TWO WEEKS, SEVEN DAYS, FIVE DAYS, FOUR DAYS, THREE DAYS, TWO DAYS AND LESS THAN 24 HOURS OUT.) NUMBER/INFORMATION ON SPOTS: 1-888-CALL-FCC AND DTVANSWERS.COM. "NAB/DTV NEW DATE," :30 HIGHLIGHTS THE NEW DATE ESTABLISHED BY CONGRESS FOR THE DIGITAL TRANSITION AND "NOT TECHNICALLY MINDED" :30 AND :15 HIGHLIGHTS THE NEED FOR THE RIGHT DTVANTENNA. LISTED ON THE SPOTS ARE 1-888-CALL-FCC AND DTVANSWERS.COM FOR MORE INFORMATION.</p> <p>LOCALLY PRODUCED: "MAB/ COMMISSIONER COPPS FCC TOWN HALL PSA." THIS :15 SPOT INFORMS VIEWERS OF A TOWN HALL MEETING WITH COMMISSIONER COPPS AT WAYNE COUNTY COMMUNITY COLLEGE AT 11AM ON JANUARY 12TH, 2009. VIEWERS ARE ENCOURAGED TO ATTEND THE MEETING IN WHICH FCC COMMISSIONER COPPS, CONGRESSMAN JOHN CONYERS AND LOCAL TELEVISION STATION ENGINEERS WILL BE ONSITE TO ANSWER QUESTIONS ABOUT THE UPCOMING DIGITAL TRANSITION. 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.</p> <p>NETWORK/SYNDICATORS PRODUCED: "RUSS MITCHELL," "JULIE CHEN," AND CRAIG FERGUSON" :30 AND :15S, AND "TRIVIAL PURSUIT," :30. ALL SPOTS INFORMED VIEWERS OF UPCOMING TRANSITION TO DIGITAL AND LISTED 1-888-DTV-2009, 1-888-CALL-FCC, AND DTVANSWERS.COM AS RESOURCES FOR INFORMATION.</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 June 12, 2009.	
Total number of 30 Minute Informational Programs	0
Comments:	

**100-Day Countdown - Last Quarter**

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
0	Graphic Displays
0	Animated Graphics
63	Graphic and Audio Displays

0	<i>Longer Form Reminders</i>
Comments: "COUNTDOWN" :05 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. " STATION RAN DTV COUNTDOWN PIECES AS REQUIRED PRIOR TO THE ORIGINAL FEBRUARY 17, 2009 DTV TRANSITION DEADLINE. WE SUSPENDED THOSE COUNTDOWN PIECES IN ACCORDANCE WITH FCC INSTRUCTIONS AND WILL RESUME A NEW 60 DAY COUNTDOWN ON APRIL 13TH.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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: BEGINNING ON DECEMBER 16, 2008 IN 4TH QUARTER OF 2008, AND CONTINUING UNTIL THE DATE THE DIGITAL TRANSITION WAS CHANGED FROM FEBRUARY 17, 2009, THE DETROIT MARKET PARTICIPATED 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, WAS CALLED "TEST YOUR TV TUESDAYS," AND OCCURRED AT DIFFERENT TIMES EACH TUESDAY. 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. BEFORE THE FCC CHANGED THE DATE OF THE TRANSITION FROM FEBRUARY 17TH TO JUNE 12TH, FROM 5A TO 1A IN 1ST QUARTER OF 2009, WWJ-TV RAN: (81) :30S, (62) :15S AND (113) :05S.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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 THE MAB/FCC COMMISSIONER COPPS TOWN HALL EVENT ON JANUARY 12TH, 2009, AND THE "TEST YOUR TV TUESDAYS" INITIATIVE.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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/ COMMISSIONER COPPS FCC TOWN HALL MEETING WITH COMMISSIONER COPPS AND CONGRESSMAN JOHN CONYERS AT WAYNE COUNTY COMMUNITY COLLEGE AT 11AM ON JANUARY 12TH, 2009. VIEWERS WERE ENCOURAGED TO ATTEND THE MEETING IN WHICH FCC COMMISSIONER COPPS, CONGRESSMAN JOHN CONYERS AND LOCAL TELEVISION STATION EXECUTIVES AND ENGINEERS WERE ON SITE TO ANSWER QUESTIONS ABOUT THE UPCOMING DIGITAL TRANSITION.	
<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) 04/07/2009

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-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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