

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090709AEG	
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: 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 checked="" type="radio"/> Yes <input 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 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	236
Total 5:00 a.m. to 1:00 a.m. CSTs	214
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	59
Total 6:00 a.m. to 9:00 a.m. CSTs	7
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	53
Total 6:00 p.m. to 11:35 p.m. CSTs	108
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	
Total 5:00 p.m. to 10:35 p.m. CSTs	
<p>Comments:</p> <p>NAB PRODUCED SPOTS:</p> <p>"ANTENNA" :30 FOCUSED ON THE TYPES OF ANTENNAS VIEWERS MAY NEED TO UPGRADE AND INFORMATION ON HOW TO INSTALL THEM TO RECEIVE THE BEST SIGNAL. NUMBER/INFORMATION LISTED ON SPOT: 1-888-CALL-FCC AND WWW.DTVANSWERS.COM</p> <p>"RESCANNING" :30 FOCUSED ON INFORMING AND REMINDING VIEWERS OF THE IMPORTANCE OF PERIODICALLY RESCANNING THEIR DIGITAL TELEVISIONS AND DIGITAL CONVERTER BOXES. NUMBER/INFORMATION LISTED ON SPOT: 1-888-CALL-FCC AND WWW.DTVANSWERS.COM</p> <p>"SERVICE LOSS NOTICE" :30 INFORMED VIEWERS OF A POSSIBLE LOSS OF SERVICE AFTER JUNE 12TH FOR SPECIFIC VIEWING AREAS AS INDICATED BY THE FCC'S SIGNAL LOSS REPORT. SPOT DESCRIBED THE DISCRETE GEOGRAPHIC AREAS WHERE THERE IS LIKELY TO BE A LOSS, AND INCLUDED THE FCC'S CALL CENTER NUMBER, 1-888-CALL-FCC, THE FCC'S TTY NUMBER, 1-888-TELL-FCC AND THE WEBSITE FOR THE FCC'S ONLINE DIGITAL MAPPING TOOL, WWW.DTV.GOV/MAPS.</p> <p>"CONVERTER BOX" :30 EXPLAINED WHAT A DIGITAL CONVERTER BOX IS AND WHO MAY NEED ONE IN ORDER TO RECEIVE A DIGITAL SIGNAL AFTER JUNE 12, 2009. ALSO DISCUSSED HOW TO INSTALL THE BOX. NUMBER/INFORMATION LISTED ON SPOT: 1-888-CALL-FCC AND WWW.DTVANSWERS.COM.</p> <p>LOCALLY PRODUCED:</p> <p>"HELPLINE" :30 INFORMED VIEWERS WHERE TO GO FOR HELP IF THEY STILL HAD DTV QUESTIONS. ALSO INDICATED THAT THE DETROIT PUBLIC LIBRARY SYSTEM WAS A DTV HELP CENTER. LISTED THE FOLLOWING NUMBERS/INFORMATION: 1-888-CALL-FCC, 1-888-TELL-FCC, WWJ-TV'S LOCAL HELPLINE NUMBER, (248) 355-7100 PLUS WWW.WWJTV.COM AND 1-888-MI-DTV-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	1
Comments: STATION RAN AN NAB PRODUCED 30 MINUTE EDUCATIONAL PROGRAM TITLED, "COUNTDOWN TO DTV: ARE YOU READY?" WHICH REVIEWED ALL THE STEPS THAT ANTENNA TV VIEWERS MUST TAKE IN ORDER TO UPGRADE TO DIGITAL. PROGRAM INCLUDED THE DATE AND APPROXIMATE TIME OF DAY WHEN ALL FULL-POWERED STATIONS IN THE DETROIT MARKET PLANNED TO TERMINATE ANALOG SERVICE ON JUNE 12, 2009, SERVICE LOSS INFORMATION CONSISTENT WITH WHAT HAD BEEN RUNNING ON-AIR IN WWJ-TV'S SERVICE LOSS SPOTS AND THE 1-888-CALL-FCC AND WWW.DTVANSWERS.COM INFORMATION.	

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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
127	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: :05 PSAS USE AUDIO AND VIDEO ELEMENTS TO REMIND/INFORM VIEWERS HOW MANY DAYS ARE LEFT UNTIL THE TRANSITION. NUMBER/INFORMATION INCLUDED: 1-888-MI-DTV-09 AND WWW.DTVANSWERS.COM.	

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: "FCC HELP CENTER" :15 LOWER THIRD COPY: GOT DTV QUESTIONS? CALL 1-888-CALL-FCC OR 1-888-TELL-FCC FOR THE HEARING IMPAIRED. GOT A SPECIFIC QUESTION FOR WWJ-TV? CALL US AT: 248-355-7100.	

<p>"ANTENNA" :15 LOWER THIRD COPY: BY JUNE 12TH, ANTENNA TV WILL BE ALL DIGITAL. BUY A DIGITAL TV OR CONVERTER BOX, THEN TRY TESTING YOUR ANTENNA. MOVE IT AROUND TO TEST YOUR RECEPTION. IF YOU DON'T GET A CLEAR SIGNAL OR IF YOU GET NO SIGNAL, YOU MAY NEED A NEW VHF/UHF ANTENNA.</p> <p>"RESCAN" :15 LOWER THIRD COPY: ARE YOU READY FOR THE DIGITAL WORLD? MAKE SURE TO RESCAN YOUR CONVERTER BOX OR DIGITAL TV SET - ESPECIALLY AFTER JUNE 12TH! BY RESCANNING, YOUR TV SET WILL FIND ALL THE CHANNELS AVAILABLE IN YOUR AREA.</p>	
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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
<p>Comments:</p> <p>BEGINNING ON MAY 12, 2009 THE STATION ONCE AGAIN PARTICIPATED IN A MARKET-WIDE COOPERATIVE SOFT-TEST EFFORT IN WHICH 7 LOCAL STATIONS AGREED TO SIMULTANEOUSLY RUN :60 TESTS ON THEIR STATIONS AT VARIOUS TIMES TO HELP VIEWERS DETERMINE IF THEIR TV SETS WERE "READY" OR "NOT READY." THIS INITIATIVE, DEVELOPED EXCLUSIVELY BY THE DETROIT MARKET, WAS CALLED, "TEST YOUR TV TUESDAYS," AND OCCURRED AT DIFFERENT TIMES EACH TUESDAY BEGINNING MAY 12, 2009 AND CONCLUDING ON JUNE 9, 2009. PROMOTIONAL SUPPORT FOR THE INITIATIVE INCLUDED :05 IDS ANNOUNCING THE DATE AND TIME OF THE TESTS. FROM THE PERIOD OF MAY 9TH, 2009 THROUGH JUNE 9TH, 2009, WWJ-TV RAN (110) :05 "TEST YOUR TV TUESDAY" PROMOS. WWJ-TV PARTICIPATED IN THE FCC "SOFT" ANALOG SHUT-OFF TESTS ON THURSDAY, MAY 21, 2009 WITH (3) 2:00 SOFT TESTS. ON JUNE 8, 11 AND 12, 2009, WWJ-TV'S FIRST FORECAST MORNINGS SHOW PARTNER THE DETROIT FREE PRESS RAN SEVERAL READERS VARYING FROM :15 TO :30 DURING THE BROADCAST WHICH REMINDED VIEWERS OF THE UPCOMING TRANSITION TO DIGITAL ON JUNE 12, 2009 AND DIRECTED VIEWERS TO THE 1-888-MI-DTV HELPLINE NUMBER AS WELL AS THE WWJTV.COM WEBSITE FOR ADDITIONAL INFORMATION.</p>	
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
<p>Comments:</p> <p>WWW.WWJTV.COM HOSTED AN INFORMATION PAGE LINKED CLEARLY FROM IT'S HOMEPAGE WITH A FULL EXPLANATION, AS SUPPLIED BY THE NAB, OF THE UPCOMING DTV TRANSITION ON JUNE 12, 2009 AND SUPPLIED LINKS TO ALL OTHER AVAILABLE RESOURCES INCLUDING THE DTV.GOV, WWW.DTVANSWERS.COM AND MICHIGANDTV.COM WEBSITES. WEBSITE ALSO INCLUDED A "TEST YOUR TV TUESDAY" STORY PAGE, AN IN-HOME CONVERTER BOX INSTALLATION STORY PAGE WITH 1-888-MI-DTV-09 CONTACT INFORMATION, COUNTDOWN CLOCK AND STORY ON HOMEPAGE ON TRANSITION DAY DIRECTING PEOPLE TO CALL 1-888-MI-DTV-09 IF THEY HAVE LOST THEIR SIGNAL. ADDITIONALLY, AS REQUIRED BY THE FCC, WWJTV.COM POSTED SERVICE LOSS INFORMATION ON THE HOMEPAGE, INCLUDING A LINK TO THE</p>	

RELEVANT COVERAGE CHANGE MAPS ON WWW.DTV.GOV AND THE FCC'S ONLINE DIGITAL RECEPTION MAPPING TOOL, WWW.DTV.GOV/MAPS.	
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 type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: BECAUSE THE DETROIT MARKET DID NOT RECEIVE APPROVAL FOR ANY FCC SANCTIONED DTV WALK-IN CENTERS, A PARTNERSHIP WAS CREATED BETWEEN 7 LOCAL TELEVISION STATIONS AND THE DETROIT PUBLIC LIBRARY SYSTEM (24 CITYWIDE LIBRARIES TOTAL) TO OPERATE AS DTV HELP CENTERS. THE DTV HELP CENTERS PROVIDED ONE-STOP LOCATIONS WHERE THE PUBLIC COULD GO FOR DTV INSTALLATION ASSISTANCE AND HELP WITH ORDERING CONVERTER BOX COUPONS. INITIATIVE WAS SUPPORTED ON AIR THROUGH THE USE OF:15 PSAS AND CRAWLS.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

Section E (Service Loss Notices)

This section should only be completed by a station if the FCC's Signal Loss Report, available on http://www.dtv.gov , predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.	
A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air 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. Did your station run these notices, in addition to any other consumer education efforts required by these rules?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: STATION RAN "SERVICE LOSS NOTICE" :30 WHICH INFORMED VIEWERS OF A POSSIBLE LOSS OF SERVICE AFTER JUNE 12TH FOR SPECIFIC VIEWING AREAS AS INDICATED BY THE FCC'S SIGNAL LOSS REPORT. SPOT DESCRIBED THE DISCRETE GEOGRAPHIC AREAS WHERE THERE IS LIKELY TO BE A LOSS, AND INCLUDED THE FCC'S CALL CENTER NUMBER, 1-888-CALL-FCC, THE FCC'S TTY NUMBER, 1-888-TELL-FCC AND THE WEBSITE FOR THE FCC'S ONLINE DIGITAL MAPPING TOOL, WWW.DTV.GOV/MAPS. **NOTE** ONE SERVICE LOSS PSA RAN OUTSIDE OF THE 8P - 11P TIME PERIOD AT 7:53PM DUE TO A FORMAT CHANGE.	

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) 07/07/2009

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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