

Federal Communications Commission

WGN-TV

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Account number: 27442

Description: 2008 4TH QUARTER DTV ACTIVITY REPORT
Application Reference Number: 20090112AIF
Successfully filed at Jan 12 2009 1:20PM

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| 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. -20090112AIF | |
| Licensee WGN CONTINENTAL BROADCASTING COMPANY | | | |
| Call Sign WGN-TV | Facility Id 72115 | Previous Call Sign (if applicable) | |
| Community of License | | | |
| City CHICAGO | State IL | County COOK | Zip Code 60618 - |
| Nielsen DMA CHICAGO | World Wide Web Home Page Address WWW.WGNTV.COM | Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2013 | |
| Channel Numbers: (Check the Channel Number(s) to which this form applies.) | | | |
| <input checked="" type="checkbox"/> Analog | 09 | | |
| <input checked="" type="checkbox"/> Digital | 19 | | |
| 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 | 299 |
| Total 5:00 a.m. to 1:00 a.m. CSTs | 239 |

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 | 31 |
| Total 6:00 a.m. to 9:00 a.m. CSTs | 0 |

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 | |
| Total 6:00 p.m. to 11:35 p.m. CSTs | |

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 | 96 |
| Total 5:00 p.m. to 10:35 p.m. CSTs | 82 |

Comments:

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 | Graphic Displays |
| 0 | Animated Graphics |
| 160 | Graphic and Audio Displays |
| 0 | Longer Form Reminders |

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.

Yes No

Comments:

DURING THIS QUARTER, WGN-TV PARTICIPATED IN TWO MARKET-WIDE DTV READINESS TESTS, WHICH

INCLUDED A 'SOFT' SHUTDOWN OF OUR ANALOG SIGNAL. THESE TESTS WERE HELD ON:

- **WEDNESDAY, NOVEMBER 12TH, 6:53AM & 5:23PM.
- **WEDNESDAY, DECEMBER 17TH, 6:23PM & 10:23PM.

IN ADDITION, THE STATION'S NEWSCASTS AIRED 6 SEGMENTS CONCERNING THE DTV TRANSITION FEATURING TECHNOLOGY REPORTER KURT THE CYBERGUY. THESE SEGMENTS AIRED ON:

- **OCTOBER 13TH, "ON A BUDGET? ASK THE CYBERGUY!"
- **OCTOBER 17TH, "DTV DELAY?"
- **NOVEMBER 12TH, "THE DISH NO ONE TOLD YOU ABOUT"
- **NOVEMBER 17TH, "DTV BOOTCAMP"
- **DECEMBER 8TH, "THE COMEDY OF DTV"
- **DECEMBER 16TH, "HOW TO DTV"

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:

THE DTV TRANSITION PAGE ON THE STATION WEBSITE INCLUDES ALL OF THE PERTINENT INFORMATION ABOUT THE TRANSITION, SEVERAL INFORMATIONAL VIDEOS, A COUNTDOWN CLOCK, AND OUR FCC DTV REPORTS.

THE PAGE ALSO INCLUDES A VIDEO PLAYER FEATURING DIFFERENT STREAMING VIDEO NEWS SEGMENTS RELATING TO THE DIGITAL TRANSITION, SUCH AS THE COUPON PROGRAM, DTV SHOPPING TIPS, AND "WHAT YOU NEED TO KNOW".

IN ADDITION TO THE VIDEO LINKS, THERE IS AN ARTICLE REGARDING THE TRANSITION, WHICH REVIEWS BASIC INFORMATION, INCLUDING AN EXPLANATION WHICH DETAILS THE TRANSITION TO DIGITAL TV, AS WELL AS AN EXPLANATION WHICH PROVIDES INFORMATION ON HOW ANALOG TV SETS WILL NEED ADDITIONAL EQUIPMENT (A CONVERTER BOX) TO RECEIVE OVER-THE-AIR TELEVISION WHEN THE DTV TRANSITION PERIOD ENDS. THE ARTICLE ALSO INCLUDES INFORMATION REGARDING THE CONVERTER BOX COUPON PROGRAM, CABLE AND SATELLITE TV ARE/ARE NOT AFFECTED BY THE TRANSITION AND AN EXPLANATION ON HOW DTV IS NOT THE SAME AS HDTV.

UNDER THE COUNTDOWN CLOCK, THE STATION HAS A LIST OF HELPFUL RESOURCES, WHICH PROVIDES LINKS TO VARIOUS OTHER WEBSITES PERTAINING TO THE DIGITAL TRANSITION, INCLUDING DTV.GOV, DTVTRANSITION.ORG, THE TV CONVERTER BOX COUPON PROGRAM, DTVANSWERS.COM; FCC CONSUMER FACTS, A LINK TO THE NATIONAL ASSOCIATION OF BROADCASTERS, "HOW TO TUNE YOUR ANTENNA", "DTV-WHAT EVERY CONSUMER SHOULD KNOW" AND "IN THE NEWS", WHICH INCLUDES LINKS TO RECENT BROADCASTS AND ARTICLES RELATING TO THE TRANSITION.

THE DTV PAGE ALSO INCLUDES A TRIBUNE DTV BLOG.

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:

| |
|---|
| <input type="checkbox"/> Other (describe) |
| Comments: |
| 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 PROGRAMMING MANAGER |
| Signature TOM BOYD | Date (mm/dd/yyyy) 01/08/2009 |

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).

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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.