

# **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing  
Account number: 54013**

**Description: WANE 4Q08 DTV ACTIVITY REPORT  
Application Reference Number: 20090109AJR  
Successfully filed at Jan 9 2009 1:44PM**

**Based on the information supplied, no fee is required.**

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b>				FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>				FILE NO. -20090109AJR	
Licensee INDIANA BROADCASTING, LLC					
Call Sign WANE-TV		Facility Id 39270		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
FORT WAYNE		IN	ALLEN		46808 -
Nielsen DMA FT. WAYNE		World Wide Web Home Page Address WWW.WANE.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	15				
<input checked="" type="checkbox"/> Digital	31				
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 type="radio"/> Yes <input checked="" 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	238
Total 5:00 a.m. to 1:00 a.m. CSTs	299
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	64
Total 6:00 a.m. to 9:00 a.m. CSTs	1
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	51
Total 6:00 p.m. to 11:35 p.m. CSTs	99
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: WE MISSED COMPLYING WITH THE PRIME TIME SPOTS BY ONE SPOT DUE TO A	

CHANGE MADE TO OUR STANDING ORDER FOR OUR D-TV PSAS IN FOURTH QUARTER BY OUR HUB TRAFFIC DEPARTMENT. WHEN I PRINTED OUT OUR SPOT PLACEMENT WHICH PROVIDES EXACT TIMES, THREE OF THE PSAS WERE ACTUALLY IN OUR SIX 'OCLOCK NEWS HEADLINES BREAK WHICH TECHNICALLY IS JUST BEFORE 6P.M. TRAFFIC CONSIDERS THAT BREAK TO BE A PART OF THE NEWSCAST WHICH IS WHY THEY PLACED THEM THERE. BY NOT COUNTING THOSE THREE SPOTS IN THE PRIME TIME WE MISSED OUR MANDATED TOTAL (52 SPOTS). I HAVE ALERTED TRAFFIC TO INSURE THAT FUTURE D-TV SPOTS WILL BE PLACED EXACTLY BETWEEN 6P.M.-11:35P.M. WITH NO VARIANCE.

### 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: AIRED A THIRTY MINUTE D-TV EDUCATIONAL PROGRAM PRODUCED BY THE NAB ON DECEMBER 17 OVER OUR ANALOG SIGNAL, AND ON BOTH ANALOG AND DIGITAL SIGNALS ON DECEMBER 27, 2008.	

### 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?	
52	<i>Graphic Displays</i>
127	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: IN ADDITION TO THE DAILY GRAPHIC COUNTDOWN DISPLAYS WHICH ORIGINATED FROM WANE-TV WITHIN A DAILY NEWSCAST, OUR COMPANY ARRANGED TO AUTOMATICALLY SHOW A BRIEF COUNTDOWN ANIMATION ALONG WITH EACH D-TV RELATED CRAWL. EACH ANIMATED GRAPHIC COUNTDOWN AND CRAWL ORIGINATES FROM OUR HUB MASTERCONTROL. IT	

INCLUDES ALL REQUIRED INFORMATION WITHIN THE ANIMATION INCLUDING WEBSITE AND PHONE NUMBER FOR MORE INFORMATION.

### 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
<p>Comments:</p> <p>IN NOVEMBER, 99 AND 98 DAYS BEFORE THE SWITCH, NEWS REPORTER MATT MCCUTCHEON PREPARED A TWO-PART REPORT TO DRAW ATTENTION TO THE D-TV TRANSITION. THE FIRST CENTERED ON ONE COUNTY IN OUR DMA THAT HAS A HIGHER THAN TYPICAL PERCENTAGE OF OVER-THE-AIR TV RECEPTION AND WHAT THEY NEED TO DO TO BE READY. THE SECOND REPORT RECAPPED THE BASICS, PROVIDED ADVICE FOR THOSE WHOSE \$40 COUPONS HAVE EXPIRED, SHOWED DIFFERENCES BETWEEN PLASMA AND LCD TVS AND DISCUSS AN OPTION TO RECYCLE OLD ANALOG TV SETS. IN DECEMBER NEWS ALERTED VIEWERS TO A SCHEDULED 'TEST' OVER OUR ANALOG SIGNAL TO GET THE ATTENTION OF THOSE WHO ARE NOT YET PREPARED FOR DIGITAL. THE TEST INCLUDED A FIVE MINUTE MESSAGE FOLLOWED BY A FULL LENGTH D-TV EDUCATIONAL PROGRAM. TOWARDS THE END OF THE MONTH, NEWS INCLUDED THE STORY OF THE D-TV EDUCATIONAL EFFORTS IN ITS ANNUAL TOP STORIES OF THE YEAR RECAP. EACH TIME THE STORY AIRED, NEWS PROMOTED THE WEBSITE TO LINK TO MORE D-TV INFORMATION, CONVERTER BOXES AND THE FCC COUPON PROGRAM.</p>	
<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
<p>Comments:</p> <p>WANE-TV MAINTAINS A DEDICATED CATEGORY PAGE ON THE WANE.COM WEBSITE WHICH PROVIDES A WEALTH OF EDUCATIONAL INFORMATION ABOUT THE DIGITAL TRANSITION (BACKGROUND, DEADLINE, CONVERTER BOX AND COUPON PROGRAM, ETC.). THIS IS ACCESSIBLE FROM OUR HOME PAGE. IN ADDITION TO WEB STORIES AND LINKS, WE MAINTAIN AN EMAIL ADDRESS (REVEALED IN SECOND QUARTER) WHERE USERS CAN ASK SPECIFIC QUESTIONS AND RECEIVE ANSWERS ABOUT THE TRANSITION FROM OUR ENGINEERS.</p>	

<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 checked="" type="checkbox"/> Speaking Engagements	
Comments: WANE-TV STATION MANAGER AND ENGINEER VISITED PAULDING, OHIO AND SPOKE WITH A GROUP OF SENIORS ON DECEMBER 9. THE FOCUS WAS ON THE DIGITAL TELEVISION TRANSITION. THEY ANSWERED QUESTIONS AND GAVE AWAY PRINT MATERIALS.	
<input checked="" type="checkbox"/> Community Events	
Comments: ON OCTOBER 12, WANE-TV SET UP A D-TV TRANSITION BOOTH AT OUR LOCAL DEPARTMENT OF ANIMAL CONTROL'S "WALK FOR ANIMALS." COMMUNITY AFFAIRS ANSWERED QUESTIONS AND DISTRIBUTED PRINT MATERIALS. WANE-TV ALSO PROVIDED AN ANALOG PASS-THROUGH CONVERTER BOX AS A PRIZE FOR A TOP PLEDGE EARNER FOR THE WALK. APPROXIMATELY 300 PEOPLE ATTENDED THIS EVENT.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: SUCCESSFULLY COMPLETED A 'SOFT' TEST, DECEMBER 17, AND PROVIDED A MESSAGE TO OUR ANALOG-ONLY VIEWERS ABOUT HOW TO PREPARE FOR THE SWITCH TO DIGITAL. THIS TEST WAS FOLLOWED BY A D-TV EDUCATIONAL PROGRAM.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
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 ASSISTANT SECRETARY OF MANAGING MEMBER
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Signature

JEAN W. BENZ

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).

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