

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. -20081003AAN	
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: 09/30/2008					
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	250
Total 5:00 a.m. to 1:00 a.m. CSTs	287
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	45

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	56	
Total 6:00 p.m. to 11:35 p.m. CSTs	93	
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:		

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	1
Comments: JUST SEVEN MONTHS BEFORE THE SWITCH FROM ANALOG TO DIGITAL TELEVISION (D-TV), WANE PRODUCED AND BROADCAST A HALF HOUR 'FOCUS 15' SPECIAL DEVOTED TO THE TRANSITION. OUR STATION MANAGER, CHIEF ENGINEER AND A LOCAL ELECTRONICS BUSINESSMAN CAME TOGETHER TO DISCUSS PREPARATIONS FOR THE TRANSITION, WHAT VIEWERS NEED TO DO, THE FCC CONVERTER BOX COUPON PROGRAM, THE AVAILABILITY OF CONVERTER BOXES, AND ANTENNA RECEPTION WITH A CONVERTER BOX.	

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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: IN JULY, REPORTER MATT MCCUTCHEON INFORMED VIEWERS ABOUT THE FULL REQUIREMENTS OF A PRINT AD THAT CLAIMED THAT CONSUMERS COULD GET A FREE DTV CONVERTER BOX. MATT INTERVIEWED THE BETTER BUSINESS BUREAU WHO SAID THE AD WAS MISLEADING BECAUSE THE SUPPOSEDLY "FREE" BOX	

MANDATED A PAID WARRANTY FEE. THE BBB RECOMMENDED THAT CONSUMERS OBTAIN A COUPON FROM THE GOVERNMENT FOR \$40 TOWARDS THE PURCHASE OF A BOX. NEWSCASTS ALSO PROMOTED THE HALF HOUR FOCUS 15 SPECIAL WHICH AIRED IN JULY (SEE SECTION B 30 MINUTE EDUCATIONAL PROGRAMS). ALSO, IN SEPTEMBER MATT REPORTED THAT THE TRANSITION IS FIVE MONTHS AWAY BUT DEMONSTRATED THE BENEFITS OF ACCESSING A DIGITAL SIGNAL NOW. THE STORY CONCLUDED WITH A REMINDER THAT QUESTIONS ABOUT DIGITAL TELEVISION AND THE TRANSITION CAN BE EMAILED TO WANE-TV AT DTV2009@WANE.COM.

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:
 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 THOSE 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.

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:
 OUR SPEAKERS BUREAU RECEIVED REQUESTS TO VISIT AN OUTLYING COUNTY IN OUR DMA AS WELL AS A COUPLE GROUPS IN OUR COMMUNITY OF LICENSE. ON JULY 22, AN ACCOUNT EXECUTIVE AND CHIEF ENGINEER VISITED THE PUBLIC LIBRARY IN WELLS COUNTY. ON AUGUST 4, OUR STATION MANAGER AND CHIEF ENGINEER SPOKE TO A GATHERING AT THE LITTLE TURTLE PUBLIC LIBRARY IN ALLEN COUNTY. THEN SEPTEMBER 18, OUR PROMOTION DIRECTOR AND CHIEF ENGINEER SPOKE TO APPROXIMATELY 30 MEMBERS OF THE NAT'L. ACTIVE AND RETIRED FEDERAL EMPLOYEES GROUP. TIME FOR QUESTIONS AND ANSWERS WAS ALLOTTED AT EACH ENGAGEMENT AND PRINT MATERIALS WERE MADE AVAILABLE TO EACH GUEST.

Community Events

Comments:
 ON JULY 20, WANE-TV SET UP A DTV TRANSITION BOOTH AT OUR LOCAL BOTANICAL CONSERVATORY DURING A SUMMER "JAZZ UNDER THE STARS" EVENT. COMMUNITY AFFAIRS AND PROMOTIONS ANSWERED QUESTIONS AND DISTRIBUTED PRINT MATERIALS.

Other (describe)

Comments:
 COMMUNITY AFFAIRS DISTRIBUTED D-TV PRINT MATERIALS TO WANE STAFF WHO LIVE IN OUTLYING AREAS. THESE MATERIALS WILL BE DELIVERED TO PUBLIC LIBRARIES IN ADAMS, DEFIANCE, DEKALB, PAULDING, STEUBEN, VAN WERT, AND WELLS COUNTIES IN OUR DMA. EACH LIBRARY SYSTEM HAS AGREED TO DISPLAY ITEMS AND MAKE THEM AVAILABLE TO THEIR PATRONS.

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 ASSISTANT SECRETARY OF MANAGING MEMBER
Signature JEAN W. BENZ	Date (mm/dd/yyyy) 10/03/2008

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-PERMS, 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.

Federal Communications Commission

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Account number: 54013

Description: WANE 3QTR 2008 DTV ACTIVITY REPORT
Application Reference Number: 20081003AAN
Successfully filed at Oct 3 2008 11:06AM

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