

Federal Communications Commission

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

**Description: WANE 1QTR09 DTV ACTIVITY REPORT
Application Reference Number: 20090409AJD
Successfully filed at Apr 9 2009 2:53PM**

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 (February 2009)	FOR FCC USE ONLY
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FCC 388 DTV Quarterly Activity Station Report	FOR COMMISSION USE ONLY FILE NO. -20090409AJD
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Licensee
INDIANA BROADCASTING, LLC

Call Sign WANE-TV	Facility Id 39270	Previous Call Sign (if applicable)
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Community of License

City FORT WAYNE	State IN	County ALLEN	Zip Code 46808 -
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Nielsen DMA FT. WAYNE	World Wide Web Home Page Address WWW.WANE.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 08/01/2013
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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: 03/31/2009

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?
 Option One (A and D) Option Two (B and D) 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
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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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. 233

PSAs

Total 5:00 a.m. to 1:00 a.m. 257

CSTs

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. 55

PSAs

Total 6:00 a.m. to 9:00 a.m. 8

CSTs

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. 60

PSAs

Total 6:00 p.m. to 11:35 p.m. 84

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

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 June 12, 2009.

Total number of 30 Minute Informational Programs 3

Comments:

IN ADDITION TO THE THREE THIRTY MINUTE PROGRAMS, WE PARTICIPATED IN A ONE HOUR EDUCATIONAL PROGRAM IN JANUARY. SEE ADDITIONAL DTV OUTREACH EFFORTS, SPEAKING ENGAGEMENTS.

STATION WILL AIR AN UPDATED 30 MINUTE INFORMATIONAL PROGRAM PRIOR TO JUNE 12, 2009.

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.

39

Graphic Displays

99	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

BASED ON PRIOR 388 FILINGS, LICENSEE CALCULATED THE NUMBER OF PIECES RATHER THAN THE NUMBER OF DAYS. SUCH CALCULATION IS INCLUDED ABOVE.

FROM JANUARY 1 THROUGH FEBRUARY 8, WANE ORIGINATED A DAILY D-TV COUNTDOWN GRAPHIC DISPLAY AS MANDATED, HOWEVER ON FEBRUARY 9 WANE-TV CEASED TO AIR THE DTV COUNTDOWN GRAPHIC DISPLAY DUE TO THE PASSED TRANSITION DELAY LEGISLATION. FROM JANUARY 1 THROUGH FEBRUARY 9, WANE-TV'S HUB SHOWED AN ANIMATED COUNTDOWN DISPLAY ALONG WITH EACH MANDATED D-TV CRAWL. AS OF FEBRUARY 10, THE COUNTDOWN WAS DROPPED FROM THE CRAWL AND THE TEXT WAS ADAPTED WITH ADDITIONAL LANGUAGE TO INFORM VIEWERS OF THE DELAY TO THE TRANSITION DATE AND THAT STATIONS IN OUR MARKET WOULD CHANGE AT DIFFERENT TIMES.

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:

WANE-TV COVERED FCC CHAIRMAN KEVIN MARTIN'S VISIT TO FORT WAYNE ON JANUARY 5. ONE DAY LATER WE BROADCAST THE ANNOUNCEMENT THAT THE CONVERTER BOX COUPON PROGRAM HAD REACHED ITS FUNDING CEILING AND THAT NEW REQUESTS FOR COUPONS WOULD BE FILLED AS EXPIRED COUPONS BECOME AVAILABLE THROUGH A WAITING LIST (JANUARY 6). WANE-TV COLLABORATED WITH OTHER LOCAL BROADCAST TELEVISION STATIONS TO SIMULCAST A LIVE ONE HOUR EDUCATIONAL ROADBLOCK WITH TELEVISION PROFESSIONALS, AND HELPED STAFF A PHONE BANK FOR CALLER QUESTIONS ON JANUARY 12. THIS WAS BROADCAST ON OUR ANALOG SIGNAL. NEWSCHANNEL 15 REPORTED ON THE D-TV EDUCATIONAL ROADBLOCK BOTH BEFORE AND AFTER THE MARKET EVENT (JANUARY 12) THEN FOLLOWED UP LATER IN THE WEEK (JANUARY 16) TO INFORM VIEWERS THAT THE FIRST BILL TO DELAY THE TRANSITION DATE TO JUNE 12 HAD BEEN DEFEATED BY SENATE REPUBLICANS. THE SENATE TOOK A SECOND LOOK AT THE PUSH TO DELAY THE TRANSITION, AND NEWSCHANNEL 15 KEPT VIEWERS INFORMED ON IT'S UNANIMOUS APPROVAL IN THE SENATE TEN DAYS LATER, AND IT'S SUBSEQUENT DEFEAT IN THE HOUSE ON JANUARY 28.

WANE-TV DEVOTED QUITE A LOT OF NEWS COVERAGE ABOUT D-TV IN FEBRUARY. IN ANTICIPATION OF THE FEBRUARY 17 TRANSITION DATE, NEWS POLLED LOCAL MERCHANTS ABOUT CONVERTER BOX AVAILABILITY, THE AVERAGE NUMBER OF BOXES SOLD PER WEEK AND TELEVISION SALES (FEBRUARY 3). WHEN THE DELAY BILL PASSED THE HOUSE THE NEXT DAY, NEWS INFORMED VIEWERS THAT THE BILL INTENDED TO DELAY THE TRANSITION FOR FOUR MONTHS AND WOULD GO TO THE PRESIDENT TO BE SIGNED (FEBRUARY 4). WITH LESS THAN A WEEK TO THE ORIGINAL TRANSITION DATE THE PRESIDENT HAD SIGNED THE BILL INTO LAW AND WANE-TV ANNOUNCED THAT OUR ANALOG SIGNAL WOULD NOT BE TURNED OFF ON FEBRUARY 17 BUT WOULD CONTINUE ANALOG UNTIL FURTHER NOTICE (FEBRUARY 11). ON FEBRUARY 17 NEWS ATTEMPTED TO CLEAR UP CONFUSION CAUSED BY THE DELAY LEGISLATION. MATT MCCUTCHEON CITED PHONE CALLS FROM VIEWERS AND EXPLAINED THAT NOT ALL STATIONS IN OUR MARKET WOULD DELAY THE SWITCH. HE ALSO ADDRESSED QUESTIONS ABOUT THE STATUS OF THE FCC COUPON PROGRAM AND ENCOURAGED VIEWERS TO VISIT OUR WEBSITE FOR MORE D-TVDETAILS.

IN MARCH WANE-TV BROADCAST DETAILS OF THE FRESH FUNDING BROUGHT TO THE FCC CONVERTER BOX COUPON PROGRAM WHEN THE ECONOMIC STIMULUS PLAN WAS PASSED, AS WELL HOW THAT FUNDING WAS EXPECTED TO EXPEDITE THE WAITING LIST PROCESS FOR THE COUPONS (MARCH 5 AND 6).

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? Yes No
 The comment box may be used to describe what was posted on the station's Website.

Comments:

WANE-TV MAINTAINS A DEDICATED CATEGORY PAGE ON THE WANE.COM WEBSITE WHICH PROVIDES A WEALTH OF EDUCATIONAL INFORMATION ABOUT THE DIGITAL TELEVISION TRANSITION (BACKGROUND, DEADLINE, CONVERTER BOX AND COUPON PROGRAM, ETC.).THIS WAS UPDATED TO REFLECT THE CHANGE IN THE NATIONAL TRANSITION DATE AS WELL AS HOW VIEWERS IN THE FORT WAYNE MARKET WOULD BE AFFECTED.

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 STATION MANAGER AND ENGINEERING STAFF PARTICIPATED IN A ONE HOUR EDUCATIONAL SHOW/PHONE BANK ON JANUARY 12. THIS WAS IN COLLABORATION WITH OTHER LOCAL BROADCAST TELEVISION STATIONS.

Community Events

Comments:

WANE-TV STAFFED A BOOTH AT THE FORT WAYNE HOME AND GARDEN SHOW FEBRUARY 26-MARCH 1. ENGINEERS AND OTHER INFORMED STAFF HELPED VIEWERS UNDERSTAND THE REASONS FOR THE TRANSITION DELAY, ANSWERED QUESTIONS ABOUT ANTENNAS AND SIGNAL STRENGTH AND PROVIDED D-TV PRINT MATERIALS WHICH WERE UPDATED WITH THE NEW NATIONAL TRANSITION DATE.

Other (describe)

Comments:

SUCCESSFULLY COMPLETED A 'SOFT TEST', JANUARY 12, AND PROVIDED A MESSAGE TO OUR ANALOG-ONLY VIEWERS ABOUT HOW TO PREPARE FOR THE SWITCH TO DIGITAL.

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) 04/09/2009

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