

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. BDERCT-20081009AKF
Licensee CHANNEL 7 OF DETROIT, INC.			
Call Sign WXYZ-TV	Facility Id 10267	Previous Call Sign (if applicable)	
Community of License			
City DETROIT	State MI	County OAKLAND	Zip Code 48075 -
Nielsen DMA DETROIT	World Wide Web Home Page Address WXYZ.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	7		
<input checked="" type="checkbox"/> Digital	41		
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 type="radio"/> DTV Education Report			
<input checked="" type="radio"/> Amendment		File Number BDERCT-20081009AKF	
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. REVISED NUMBER OF DTV CRAWLS DURING 5:00AM- 1:00AM; CHANGED FROM 259 TO 254.			

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	337
Total 5:00 a.m. to 1:00 a.m. CSTs	254

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	68
Total 6:00 a.m. to 9:00 a.m. CSTs	35

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	91
Total 6:00 p.m. to 11:35 p.m. CSTs	76

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	0
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Comments:
WXYZ TV PLANS TO RUN FOURTH QUARTER SPECIAL.

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
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:
WXYZ TV WILL BEGIN 100 DAY COUNTDOWN INITIATIVE BEGINNING NOVEMBER 10, 2008

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:

WXYZ TV AIRED WEEKLY STORIES ON 6PM NEWSCAST 7/22/08, 08/01/08, 8/24/08, 9/15/08, 09/03/08, 9/23/08 EXPLAINING THE DIGITAL SWITCH, CONVERTER BOX COUPONS AND THE MICHIGAN ASSOCIATION OF BROADCASTERS INFORMATION PRESENTATION.

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:

WXYZ.COM HAS AN ENTIRE WEB PAGE DEVOTED TO SPECIFIC TOPICS RELATED TO THE DIGITAL TRANSITION INCLUDING GETTING READY FOR THE DIGITAL TRANSITION, HOW TO GET HIGH DEFINITION TELEVISION FOR FREE, CONVERTER BOXES AND HDTV CABLES. WXYZ.COM ALSO HOSTED TWO 1-HOUR WEB CHATS WITH ABC WAREHOUSE IN JULY AND SEPTEMBER. VIEWERS WERE ABLE TO GET THEIR QUESTIONS ANSWERED ABOUT THE DIGITAL TRANSITION.

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:

1 HOUR SPEECH TO A GROUP OF 26 SENIOR CITIZENS FROM BERKLEY, MICHIGAN ABOUT THE DIGITAL TRANSITION. PROGRAMMING REPRESENTATIVES EXPLAINED WHY IT WAS BEING DONE, EXPLAINED THE DIFFERENCE BETWEEN WIDE SCREEN AND HIGH DEFINITION AND OFFERED ASSISTANCE WITH SECURING CONVERTER BOX COUPONS.

Community Events

Comments:

Other (describe)

Comments:

WXYZ TV HAS FIELDDED HUNDREDS OF EMAILS AND PHONE CALLS REGARDING DTV TRANSITION. WE DIRECTED VIEWERS TO OUR WEBSITE, 1-888-DTV-2009 AND NAB.ORG FOR COMPLETE INFORMATION.

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 ACTING PROGRAM DIRECTOR
Signature DIANE K CHARLES	Date (mm/dd/yyyy) 10/10/2008

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).

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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.

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