

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. -20081010ATL	
Licensee NEXSTAR BROADCASTING, INC.					
Call Sign WCIA		Facility Id 42124		Previous Call Sign (if applicable)	
Community of License					
City CHAMPAIGN		State IL	County CHAMPAIGN		Zip Code 61820 -
Nielsen DMA CHAMPAIGN&SPRNGFLD-DECATUR		World Wide Web Home Page Address WWW.ILLINOISHOMEPAGE.NET		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	3				
<input checked="" type="checkbox"/> Digital	48				
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	235
Total 5:00 a.m. to 1:00 a.m. CSTs	262
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	47
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	62
Total 5:00 p.m. to 10:35 p.m. CSTs	65
Comments: THE NUMBERS REPORTED IN THIS SECTION DO NOT REFLECT ALL OF THE DTV TRANSITION SPOTS INCLUDED IN NETWORK AND SYNDICATED PROGRAMMING, WHICH CAN BE SIGNIFICANT IN NUMBER BUT ARE NOT TRACKED IN THE STATION'S TRAFFIC SYSTEM. VOLUNTARY :10 PSAS 5A.M.-1 A.M. = 58 VOLUNTARY :10 PSAS 6 A.M.- 9 A.M.= 7 VOLUNTARY :10 PSAS 5 P.M.-10:35 A.M.= 26 TOTAL VOLUNTARY PSAS ON WCIA----->58 :30 DTV TRANSITION SPOTS THAT RAN WITHIN "THE OPRAH WINFREY SHOW": WEDNESDAY, JULY 9 END OF SEGMENT 5 MONDAY, JULY 14, END OF SEG 3 MONDAY, JULY 21, END OF SEG 4 WEDNESDAY, AUGUST 6 END OF SEG 5 MONDAY, AUGUST 11 END OF SEG 5 MONDAY, AUGUST 18 END OF SEG 4 WEDNESDAY, AUGUST 27 END OF SEG 5	

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
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: N/A	

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: ONE 1-MINUTE NEWS SEGMENT AT 5 P.M. ON 9/11 RELATED TO THE DTV TRANSITION INITIATIVE. THE SEGMENT INFORMS THE PUBLIC OF THE UPCOMING TRANSITION AND HOW TO AVOID GOING STATIC ON FEBRUARY 17, 2009.	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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
Comments:	

OUR WEBSITE, WWW.ILLINOISHOMEPAGE.NET, SERVED, AND CONTINUES TO SERVE AS A DEFINITIVE SOURCE FOR DTV TRANSITION INFORMATION. A LINK ON THE MAIN PAGE, ENTITLED "DTV ANSWERS", CONTAINS ANSWERS TO COMMONLY ASKED QUESTIONS AND WELL AS A DTV QUIZ AND FURTHER LINKS TO VARIOUS DTV PROMOTIONS AND EDUCATIONAL VIDEO CLIPS. THIS PAGE ALSO DISPLAYS AN UP TO THE SECOND COUNTDOWN TO THE DTV CONVERSION. ILLINOISHOMEPAGE.NET ALSO CONTAINS A FORUM WHERE OUR STATION VP/GM AND CHIEF ENGINEER REPLY TO VIEWER INQUIRIES ABOUT HOW THIS WILL AFFECT THEM ON A LOCAL LEVEL.

Additional DTV Outreach Efforts -- Last Quarter	
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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.	
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<input checked="" type="checkbox"/> Speaking Engagements
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Comments:

VICE PRESIDENT AND GENERAL MANAGER, RUSS HAMILTON, SPOKE AT A ROTARY CLUB MEETING IN CHAMPAIGN (APPROXIMATELY 125 PEOPLE) SPECIFICALLY TO ADDRESS THE DTV TRANSITION.

<input checked="" type="checkbox"/> Community Events
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Comments:

THE STATION SET UP A DTV INFORMATION BOOTH AT THE LOCAL ARTS FESTIVAL WHERE THERE WERE STAFF AND TALENT ONHAND TO ANSWER LOCAL VIEWERS CONCERNS ABOUT THE TRANSITION. STAFF AND TALENT INFORMED THE PUBLIC ABOUT THE SWITCH TO DTV, HANDING OUT PAMPHLETS, AND ANSWERING QUESTIONS. WCIA HAD A TELEVISION DISPLAY AND VARIOUS EYE CATCHING BANNERS FOR VISITORS' BETTER UNDERSTANDING. ALSO, FOR ONE WEEK, FROM AUGUST 2 THROUGH AUGUST 9TH, OUR SALES STAFF SET UP A BOOTH AT THE GEORGETOWN FAIR, WHERE THEY PROVIDED PAMPHLETS, HANDOUTS, ETC. THEY WORKED THE BOOTH SEVERAL EVENINGS AND DISCUSSED DTV WITH THOSE WHO INQUIRED. NEWS TALENT ALSO WORKED AT THE BOOTH ONE OR TWO EVENINGS THAT WEEK.

<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:

NEXSTAR BROADCASTING GROUP, INC. CONTINUES TO EDUCATE ITS STATIONS ON THE MOST UP TO DATE CHALLENGES FACING OUTREACH AND EDUCATION REGARDING DTV. BECAUSE LOW POWER AND TRANSLATOR MESSAGES CAN BE CONFUSING IF DISSEMINATED WIDELY, NEXSTAR HAS ENCOURAGED AFFECTED MARKETS TO ADD VERBIAGE IN THEIR NEWSCASTS, PROMOS, AND CRAWLS REGARDING ANTENNA ISSUES RELATING TO UHF, VHF, AND COMBO ANTENNAS. NEXSTAR ASKED ITS NEWS DEPARTMENTS TO TAKE A DEMONSTRATIVE APPROACH TO ILLUSTRATE WHICH ANTENNAS WORK BEST IN CERTAIN GEOGRAPHIC REGIONS OF THE COUNTRY AS WELL AS EXPLAINING IN DETAIL THE BENEFITS OF CONVERTER BOXES CONTAINING ANALOG PASS THROUGH CAPABILITIES.

ON APRIL 1, 2008, NEXSTAR HELD A CONFERENCE CALL WITH ALL STATION MANAGERS TO ENSURE FCC GUIDELINES AND REPORTING PROCEDURES WERE UNDERSTOOD AND IN PLACE FOR THE DURATION OF THE EDUCATION AND AWARENESS INITIATIVE.

IN LATE DECEMBER 2007, NEXSTAR CREATED A FULL DTV AWARENESS AND EDUCATIONAL CAMPAIGN TO BE IMPLEMENTED AT EACH OF OUR STATIONS ON FEBRUARY 17TH, 2008. THE GOAL WAS TO GET OUT IN FRONT OF OUR COMPETITORS TO BE THE LOCAL SOURCE FOR DTV EDUCATION. EMPHASIZING LOCALISM WAS THE KEY IN PROVIDING EIGHT (8) GENERIC SPOTS RELATING TO VARIOUS ASPECTS OF THE CONVERSION TO EACH MARKET THAT COULD BE CUSTOMIZED WITH APPEARANCES BY LOCAL NEWS TALENT OR A STATION GENERAL MANAGER. EACH SPOT PUSHED VIEWERS TO THEIR RESPECTIVE LOCAL WEBSITE TO GAIN MORE INFORMATION INCLUDING FORUMS FOR LOCAL DISCUSSIONS. EACH NEXSTAR STATION ALSO HAS BEEN PROVIDED A WEB SITE TEMPLATE ON THE DTV TRANSITION THAT IT COULD CUSTOMIZED. WE INCLUDED IN THE TEMPLATE AREAS FOR A STATION TO ADD SPECIFIC INFORMATION RELATED TO THAT LOCAL MARKET'S DTV EDUCATION EFFORTS AS WELL AS A COUNTDOWN CLOCK TO THE CONVERSION DEADLINE. A SAMPLE OF A MARKET WEBSITE, SPOTS, AND OUTREACH EFFORTS CAN BE FOUND AT [HTTP://OZARKSFIRST.COM/DTVANSWERS/](http://OZARKSFIRST.COM/DTVANSWERS/). DTV AWARENESS INFORMATION ALSO HAS BEEN ADDED TO OUR CORPORATE WEBSITE LOCATED AT: [HTTP://WWW.NEXSTAR.TV/DTVANSWERS.HTML](http://WWW.NEXSTAR.TV/DTVANSWERS.HTML). WE RECENTLY UPDATED THE INFORMATION ON THOSE PAGES AND REQUIRED EACH NEXSTAR STATION TO MORE PROMINENTLY PLACE THE TAB TO ACCESS DTV TRANSITION FAQs AND ANSWERS.

WE'RE ADDRESSING OUTREACH IN OTHER AREAS AS WELL WITH THE NON WEB SAVVY ELDERLY POPULATION. NEXSTAR HAS CREATED CUSTOMIZED BROCHURES FOR EACH MARKET THAT CAN BE MAILED OR PICKED UP AT THE EACH STATION. THESE ARE ALSO USED IN TRADE SHOW DISPLAYS AS WELL AS LOCAL DTV SPEAKING

ENGAGEMENTS. WE ALSO CREATED THE SAME BROCHURE IN SPANISH FOR EACH MARKET IF SO REQUESTED.

IN AUGUST, NEXSTAR WAS RECOGNIZED AT A MEETING OF FOX PROMOTION EXECUTIVES IN ORLANDO FOR THE EFFORTS OF ITS LOCAL FOX STATIONS TO CREATE DTV TRANSITION AWARENESS AND TO CREATE SPONSORSHIP OPPORTUNITIES IN PROMOTIONAL EFFORTS.

ALSO, NEXSTAR VICE PRESIDENT OF MARKETING AND OPERATIONS BLAKE RUSSELL RECENTLY MET PRIVATELY WITH FCC COMMISSIONER JONATHAN ADELSTEIN IN NEW YORK CITY TO DISCUSS THE NEXT PHASE OF DTV CONSUMER AWARENESS AND THE NEED FOR MORE GRANULAR DTV TRANSITION MESSAGING.

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 CEO & PRESIDENT
Signature PERRY SOOK	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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