

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. -	
Licensee WREX TELEVISION, LLC					
Call Sign WREX-TV		Facility Id 73940		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
ROCKFORD		IL	WINNEBAGO		61103 -
Nielsen DMA ROCKFORD		World Wide Web Home Page Address WWW.WREX.COM		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	13				
<input checked="" type="checkbox"/> Digital	54				
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	278
Total 5:00 a.m. to 1:00 a.m. CSTs	241

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	56
Total 6:00 a.m. to 9:00 a.m. CSTs	32

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	84
Total 5:00 p.m. to 10:35 p.m. CSTs	74

Comments:

WREX-TV ALSO RAN 2 SEPARATE 3.5 MINUTE DTV INFORMATIONAL SPOTS.

ON SEPTEMBER 3, 2008, WREX-TV RAN A 3.5 MINUTE DTV TRANSITION TEST TO SIMULATE THE TERMINATION OF ANALOG BROADCASTING. IT WAS WELL ADVERTISED, AND A LENGTHY NEWS STORY WAS DONE DURING THE 6:00PM NEWS JUST PRIOR TO THE TEST AT 6:30PM.

NOT INCLUDED IN THESE TOTALS: 517 PSA'S AND 937 CST'S AIRED ON EREX (OUR CW) FROM 5AM TO 1AM.

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
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Comments:

WE ALSO RAN 3 - 30 MINUTE PROGRAMS TITLED, "THE COUNTDOWN TO DTV" ON EREX (OUR CW) ONE EACH MONTH.

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:

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: WREX-TV RAN 19 DTV NEWS REPORTS AND STORIES.	
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: WREX.COM HAS A PAGE DEDICATED TO THE DTV CONVERSION INCLUDING INFORMATION ON: DTV CONVERTER BOX COUPONS; ANTENNA INFORMATION; DTV TERMS AND DEFINITIONS; AND ANSWERS TO QUESTIONS INCLUDING: - WHAT IS DIGITAL TELEVISION? - WHAT IS THE DIGITAL TV TRANSITION? - WILL I NEED A NEW TV? - DO I ALREADY HAVE A DTV VIA DIGITAL CABLE OR SATELLITE? - ONCE BROADCASTERS TRANSITION FROM ANALOG TO DIGITAL, WILL ANALOG TELEVISIONS BE OBSOLETE? - WILL I BE ABLE TO USE MY VCR, DVD PLAYER OR CAMCORDER WITH AN HDTV SET?	
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.	
<input checked="" type="checkbox"/> Speaking Engagements	
Comments: 8/28/2008: OUR GM SPOKE WITH VIEWERS ABOUT DTV AND ANTENNAS AT QUEST	
<input checked="" type="checkbox"/> Community Events	
Comments: 8/28 - 9/1/2008: OUR 'ON THE WATERFRONT' BOOTH WAS DEDICATED TO EXPLAINING DTV AND ANSWERING VIEWER QUESTIONS ABOUT THE SWITCH	
<input checked="" type="checkbox"/> Other (describe)	
Comments: DURING ALL STATION TOURS, WE EXPLAIN THE DTV TRANSITION AND ANSWER QUESTIONS.	
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 <i>John Chadwick</i>	Typed or Printed Title of Person Signing VICE PRESIDENT/GENERAL MANAGER
Signature JOHN CHADWICK	Date (mm/dd/yyyy) <i>10/9/08</i>

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-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.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.