



The screenshot shows the WCCO website interface. At the top left is the WCCO logo with the tagline "know more." and a CBS eye icon. A search bar is located at the top right. On the left side, there is a vertical navigation menu with categories like "U.S. & World", "Weather", "Traffic", "Sports", "Business", "Consumer", "Politics", "Health", "Entertainment", "Education", "Pets", "Water Cooler", "Resources", "Links & Numbers", "School Closings", "Traffic Cams", "Slideshows", "Videos", "Blogs", "Newsletters & Alerts", "XML Feeds", "Featured", "Special Reports", "Good Question", "Reality Check", "In The Know", "Finding Minnesota", "I-TEAM", "Project Energy", "Crime & Safety", "Community", "Calendar", "Contests", "Lifestyle", "Beauty & Style", "Family", "Horoscopes", "Lottery", "New Baby", "Travel", "Marketplace", "MN Joblist", and "Real Estate".

The main content area features a "Consumer Tools & More" section with a "Most Popular New Video" titled "Saving Money With At-Home 'Spa' Products". Below this is a news article dated August 11, 2008, at 11:00 am US/Central, titled "Bad Economy Causes Cremations To Skyrocket". The article's sub-headline is "Industry Experts Predict Jump From 27 To 50 Percent In Next 2 Decades". A "CBS News Interactive: Eye On The Economy" link is provided. The article text discusses the economic impact on funeral costs and the rise of cremation. A "Related Links" box on the right side of the article highlights "Preparing For Funerals" and "Low-Cost Funeral Options". Below the article is a "Consumer" section with links to "Employers Boost 401(k)s To Recruit, Keep Workers", "Bad Economy Causes Cremations To Skyrocket", "Cargill Natural Sweetener Put To The Taste Test", "Verizon, 2 Unions Agree On New 3-Year Contract", and "Best Buy To Launch Airport Gadget Vending Machines". A "Top News Stories" section lists "City Of Duluth To Lay Off Over 200 Workers", "Random Victim 'Game' May Have Led To Iowa Murder", "St. Paul Woman Dies In Fire Blamed On Cigarette", "Racine Man Buys Favre-Jets Jersey 6 Years Ago", and "Police Reassure Residents After Phalen Bat Attacks".

Media Partner: WCCO CBS TV 4 Minneapolis / St Paul

WCCO Story: August 2008 - Article about economy and cremation as an option due to cost.

WCCO Application of WhatHappensNow.com content: Link back under "Related Links" to WhatHappensNow.com preparedness articles "Preparing for Funerals" and "Low-Cost Funeral Options".