

4TH QUARTER 2008 – WUHF

DTV PSA COPY:

ANTENNA HIGHWAY :30

NOW WE'RE ALL HEADING UP THE DIGITAL HIGHWAY - WITH THE SWITCH TO FREE DIGITAL TV SIGNALS IN FEBRUARY 2009. AND MOST ANTENNA-TV VIEWERS KNOW WE CAN UPGRADE OUR TVS TO DTV WITH A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. BUT TO GET THE DIGITAL SIGNAL, BETTER PICTURE AND SOUND AND THE BEST HI-DEF - PLUS NEW FREE CHANNELS...AND SERVICES - YOU ALSO NEED THE RIGHT ANTENNA. START YOUR RIDE NOW. VISIT ANTENNAWEB.ORG OR CALL THIS NUMBER (1-888-CALL-FCC). MAKE SURE YOUR ANTENNA TV IS DTV, WITH THE RIGHT ANTENNA.

DTV ANSWERS :30

NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER? ESPECIALLY TELEVISION. DIGITAL TV'S GOT BETTER PICTURE, BETTER SOUND, MORE CHANNELS, IT'S SAFER FOR KIDS----IN FACT, DIGITAL'S SO MUCH BETTER THAT, BY LAW, ALL BROADCAST TV HAS TO BE DIGITAL BY 2009. BUT THERE'S A CATCH: SOME TV'S NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL. GET THE FACTS. VISIT DTVANSWERS.COM TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL. OR CALL THIS NUMBER (1-888-DTV-2009) TO SEE HOW YOU CAN STAY CONNECTED.

MR. TELEVISION :30

ANNOUNCER: ASK MR. TELEVISION!

MR. TELEVISION: TIMMY, ANTENNA TV OWNERS NEED TO UPGRADE TO DIGITAL OR THEIR TVS WON'T WORK.

TIMMY: WHAT CAN WE DO?

MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS.

TIMMY: NEAT!

MR. TELEVISION: IT IS NEAT, BECAUSE IT GIVES PEOPLE NEW, FREE CHANNELS.

TIMMY: REALLY?

MR. TELEVISION: DIGITAL SIGNALS ARE MORE EFFICIENT, SO STATIONS CAN BROADCAST MORE FREE CHANNELS. WITH A DIGITAL CONVERTER BOX, SUDDENLY YOUR OLD TV OFFERS A NEW WORLD OF CHOICES. VISIT DTVANSWERS.COM OR CALL THIS NUMBER (1-888-CALL-FCC).

TIMMY: I'LL MAKE SURE MY TV IS DTV.

DTV PSA :60

TECHNOLOGY CHANGES QUICKLY. WROC AND FOX ROCHESTER IS PREPARING YOU FOR THE SWITCH TO DIGITAL TELEVISION. BROADCAST TELEVISION HAS HAD THE SAME ANALOG DELIVERY PLATFORM FOR OVER 60 YEARS. FEBRUARY 17TH, 2009 CHANGES THAT WHEN DIGITAL REPLACES ANALOG TELEVISION. IT'LL BE HERE BEFORE YOU KNOW IT. HAVE YOU BOUGHT A NEW TV OR A DIGITAL CONVERTER BOX? MAKE SURE YOU'RE READY. WROC AND FOX ROCHESTER IS PREPARING YOU FOR THE SWITCH TO DIGITAL TELEVISION ON-AIR AND ON-LINE AT ROCHESTERHOMEPAGE.NET. CLICK ON DTV ANSWERS AND KNOW THE DIGITAL FACTS.

DTV CRAWL COPY

AN IMPORTANT MESSAGE FROM WUHF: FULL POWER ANALOG TV BROADCASTS WILL END ON 2/17/09 AND ANALOG-ONLY TELEVISIONS MAY LOSE SIGNAL BEING VIEWED UNLESS VIEWER TAKES ACTION. OVER-THE-AIR VIEWING ON ANALOG-ONLY TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLES, VCRS, DVD PLAYERS AND SIMILAR PRODUCTS. FOR MORE INFORMATION ON WHAT TO DO TO MAKE SURE YOU ARE ABLE TO STILL VIEW WUHF AND OTHER BROADCAST STATIONS, PLEASE VISIT WWW.DTV.GOV. OR CALL 585-284-8888 TO GET MORE INFORMATION.