

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -	
Licensee WUHF LICENSEE, LLC					
Call Sign WUHF		Facility Id 413		Previous Call Sign (if applicable)	
Community of License					
City	State	County		Zip Code	
ROCHESTER	NY	MONROE		14610 -	
Nielsen DMA ROCHESTER NY		World Wide Web Home Page Address WWW.FOXROCHESTER.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	31				
<input checked="" type="checkbox"/> Digital	28				
Report reflects information for quarter ending: 12/31/2008					
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	
<b>Simulcasting:</b>					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
<b>Application Purpose:</b>					
<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	322
Total 5:00 a.m. to 1:00 a.m. CSTs	376
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	75
Total 6:00 a.m. to 9:00 a.m. CSTs	128
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	181
Total 6:00 p.m. to 11:35 p.m. CSTs	155
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	
<p>Comments:</p> <p>THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.</p> <p>DTV PSA COPY:</p> <p>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.</p> <p>DTV ANSWERS :30          NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER? ESPECIALLY</p>	

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](http://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 TV'S 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](http://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](http://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](http://WWW.DTV.GOV). OR CALL 585-284-8888 TO GET MORE INFORMATION.

### 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

1

Comments:

STATION AIRED A 30 MINUTE NAB DTV PROGRAM TITLED COUNTDOWN TO DTV - ARE YOU READY? ON SATURDAY, OCTOBER 18, 2008 AT 12PM.

### 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?

52

*Graphic Displays*

0

*Animated Graphics*

0

*Graphic and Audio Displays*

0

*Longer Form Reminders*

Comments:

STATION DISPLAYS ONCE A DAY A GRAPHIC WITH THE COUNTDOWN TO DTV TRANSITION. A COMPLETE LISTING OF DATES AND TIMES THE GRAPHIC AIRED IS ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

### 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:

STATION PARTICIPATED IN A 'SOFT TEST' ON 12/17/08 @ 730P FOR 5 MINUTES.

#### 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:

THE STATIONS WEBSITE CONTAINS INFORMATION AND LINKS ON THE UPCOMING DTV CONVERSION AND WHERE CONSUMERS MAY OBTAIN A DISCOUNT COUPON FOR A DTV CONVERTER BOX.

**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:

Community Events

Comments:

PHONE BANK PARTICIPATION ON 11/24/08 FROM 7PM TO 10PM AND 12/17/08 FROM 4PM TO 9PM TO ANSWER DTV CONVERSION QUESTIONS FROM THE COMMUNITY.

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:

**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  
JOHN CUNLIFFE

Signature  
JOHN CUNLIFFE

Date (mm/dd/yyyy)  
01/08/2009

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.**