

<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>	FOR COMMISSION USE ONLY FILE NO. -
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Licensee WUHF LICENSEE, LLC		
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Call Sign WUHF	Facility Id 413	Previous Call Sign (if applicable)
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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
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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: 03/31/2009

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?  
 Option One (A and D)  Option Two (B and D)  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
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**Simulcasting:**

Are you simulcasting on your Analog channel and your primary Digital stream?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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**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	423
Total 5:00 a.m. to 1:00 a.m.	1271

CSTs	
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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	83
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Total 6:00 a.m. to 9:00 a.m. CSTs	280
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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	224
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Total 6:00 p.m. to 11:35 p.m. CSTs	399
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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	
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Total 5:00 p.m. to 10:35 p.m. CSTs	
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Comments:  
THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATION'S WEBSITE AND IN THE STATION'S PUBLIC FILE.

STATION CEASED CARRIAGE OF ITS ANALOG CHANNEL ON FEBRUARY 17, 2009.

**DAILY DTV CRAWL:**

FULL POWER ANALOG BROADCASTING WILL END ON JUNE 12, 2009, AND ANALOG ONLY TELEVISION SETS MAY NOT BE ABLE TO RECEIVE THE SIGNAL OF THIS STATION AFTER THAT DATE UNLESS VIEWERS TAKE ACTION. OVER-THE-AIR VIEWING ON ANALOG-ONLY TV WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TV'S SHOULD CONTINUE TO WORK WITH CABLE AND SATELLITE PROVIDERS, VCR'S, DVD PLAYERS, AND SIMILAR PRODUCTS. VISIT WWW.DTV.GOV FOR MORE INFORMATION REGARDING THE TRANSITION TO DIGITAL TELEVISION.

**SHUT OFF DTV CRAWL:**

AFTER JUNE 12, 2009, A TELEVISION RECEIVER WITH ONLY AN ANALOG BROADCAST TUNER WILL REQUIRE A DIGITAL CONVERTER BOX TO RECEIVE OVER-THE-AIR BROADCASTS WITH AN ANTENNA BECAUSE OF THE NATION'S TRANSITION TO DIGITAL BROADCASTING. ANALOG-ONLY TV'S WILL CONTINUE TO WORK WITH CABLE AND SATELLITE TV SERVICES, GAMING CONSOLES, VCR'S, DVD PLAYERS, AND SIMILAR PRODUCTS. FOR MORE INFORMATION LOG-ON TO WWW.ROCHESTERHOMEPAGE.NET AND CLICK ON DTV ANSWERS OR CALL (1-888-DTV-2009). WUHF-TV, LICENSED IN ROCHESTER, NY, WILL BE TERMINATING ITS ANALOG OPERATIONS ON FEBRUARY 17, 2009, WHICH IS EARLIER THAN THE NEW NATIONAL TRANSITION DATE OF JUNE 12, 2009, FOR ALL BROADCAST STATIONS TO CEASE ANALOG OPERATIONS. VIEWERS WHO ARE SUBSCRIBERS TO A SERVICE SUCH AS CABLE OR SATELLITE WILL NOT BE AFFECTED BY THIS CHANGE. IN ORDER TO CONTINUE TO RECEIVE WUHF'S SIGNAL OVER-THE-AIR, VIEWERS MUST HAVE EITHER A DIGITAL TELEVISION WITH A DIGITAL TUNER OR MUST CONNECT A DIGITAL-TO-ANALOG CONVERTER TO THEIR ANALOG TELEVISION. CONVERTERS ARE GENERALLY AVAILABLE AT LOCAL ELECTRONICS STORES IN THE ROCHESTER ARE. FOR QUESTIONS AND COMMENTS, YOU MAY CONTACT WUHF AT 585-287-8045 OR 201 HUMBOLDT ST. ROCHESTER, NY 14610. ADDITIONAL INFORMATION IS AVAILABLE AT WWW.ROCHESTERHOMEPAGE.NET OR AT WWW.DTV.GOV.

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 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.

**CHECKLIST :30**

AN IMPORTANT DTV TIP. NEWER TVS AND CONVERTER BOXES HAVE A SCANNING FEATURE THAT FINDS CHANNELS FOR YOU. TOGETHER WITH A GOOD VHF/UHF ANTENNA, THIS SCANNING AND RESCANNING FEATURE REPROGRAMS YOUR TV TO SEARCH FOR ALL THE FREE CHANNELS YOU CAN PICK UP, FROM 2 TO 51. AND YOU'LL HAVE TO RESCAN TO WATCH THEM. THIS IS IMPORTANT BECAUSE AFTER FEBRUARY 17 SOME CHANNELS WILL BE MOVING. REMEMBER TO RESCAN YOUR TV OR CONVERTER BOX SO YOU GET ALL THE CHANNELS OUT THERE.

**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 June 12, 2009.

Total number of 30 Minute Informational Programs	1
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**Comments:**

STATION AIRED A NAB 30 MINUTE PROGRAM "COUNTDOWN TO DTV - ARE YOU READY?" ON SATURDAY, JANUARY 31, 2009 AT 12PM.

**100-Day Countdown - Last Quarter**

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

50	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

**Comments:**

STATION DISPLAYED ONCE DAILY THRU FEBRUARY 17,2009 A GRAPHIC WITH THE COUNTDOWN TO DTV TRANSITION. A COMPLETE LISTING OF DATES AND TIMES THE GRAPHIC AIRED IS POSTED ON THE STATION'S WEBSITE AND IN THE STATION'S PUBLIC FILE.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>		
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: STATION AIRED A 'SOFT TEST' ON JANUARY 21, 2009 AT 730P FOR FIVE MINUTES. PHONE BANK WAS SET UP WITH LOCAL PUBLIC TELEVISION STATION (WXXI) TO FIELD DTV QUESTIONS.		
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>		
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: STATION'S WEBSITE CONTAINS INFORMATION AND LINKS ON THE DTV CONVERSION. ALSO INFORMATION IS POSTED ON THE STATION'S WEBSITE WHERE VIEWERS MAY OBTAIN DISCOUNT COUPONS FOR DTV CONVERTER BOXES.		
<b>Additional DTV Outreach Efforts -- Last Quarter</b>		
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 type="checkbox"/> Speaking Engagements		
Comments:		
<input type="checkbox"/> Community Events		
Comments:		
<input checked="" type="checkbox"/> Other (describe)		
Comments: STATION CEASED REGULAR PROGRAMMING ON THE ANALOG CHANNEL 00:00:00 ON FEBRUARY 18TH, 2009. AT WHICH TIME, STATION BEGAN BROADCASTING THE NIGHTLIGHT PROGRAM UNTIL MARCH 3RD, 2009 AT 23:59:59 WHEN ALL OPERATIONS FOR THE ANALOG CHANNEL CEASED.		
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>		
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) 04/09/2009

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).

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