

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. – BDERCT-20081006ABB

Licensee NEWPORT TELEVISION LICENSE LLC			
Call Sign WHAM-TV	Facility Id 73371		Previous Call Sign (if applicable)
Community of License			
City ROCHESTER	State NY	County MONROE	Zip Code 14623-
Nielsen DMA ROCHESTER NY	World Wide Web Home Page Address WWW.13WHAM.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2015
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	13		
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?			Yes
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?			Yes
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	231
Total 5:00 a.m. to 1:00 a.m. CSTs	457
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	29
Total 6:00 a.m. to 9:00 a.m. CSTs	66
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	60
Total 6:00 p.m. to 11:35 p.m. CSTs	209
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	
Comments: BREAKDOWN OF THE 231 DTV PSA'S RUN: LOCALLY PRODUCED=197; ABC NETWORK PRODUCED=26; OPRAH/HARPO PRODUCTIONS PRODUCED=8. DTV PSA'S WERE CLOSE CAPTIONED. BREAKDOWN OF THE 457 DTV CST'S RUN: LOCALLY PRODUCED=379; ABC NETWORK PRODUCED=78.	

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	0
Comments: THE 30-MINUTE "COUNTDOWN TO DTV" PROGRAM IS SCHEDULED TO AIR IN FOURTH QUARTER 2008.	

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: 100-DAY COUNTDOWN PIECES ARE SCHEDULED TO AIR BEGINNING IN FOURTH QUARTER 2008. THERE IS A COUNTDOWN CLOCK ON THE DTV TRANSITION PAGE ON WWW.13WHAM.COM.	

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
Comments: ON AUGUST 26, 2008, WHAM ANCHOR EVAN DAWSON WAS LIVE WITH IN-DEPTH SEGMENTS DURING THE MORNING NEWSCAST FROM THE NEW TELEVISION DEPARTMENT AT RUBY-GORDON FURNITURE. EXPERTS WERE ON HAND TO DISCUSS WITH EVAN THE UPCOMING TRANSITION TO DIGITAL TV AND THE DIFFERENCES BETWEEN DIGITAL AND HIGH-DEFINITION (HDTV).	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	Yes

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
Comments: 1. DIGITAL TV TRANSITION LINK TO QUESTIONS AND ANSWERS ON "ARE YOU READY FOR THE SWITCH TO DIGITAL TELEVISION". THE DTV PAGE HAS VIDEOS AS WELL AS A COUNTDOWN CLOCK. ALONG WITH NAVIGATION LINKS, THERE ARE PROMINENT DTV AREAS ON THE "FIND IT" PAGE AND "CONTACT US" PAGE ON WWW.13WHAM.COM. THE GENERAL MANAGER'S E-MAIL ADDRESS IS LISTED FOR VIEWERS WHO WANT TO WRITE WITH QUESTIONS ON THE DIGITAL TRANSITION. 2.) "DON'T FORGET THE ANTENNA..." BLOG ON SEPTEMBER 23, 2008, BY WHAM-TV/DT VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS.	
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: 1. A DIGITAL TRANSITION INFORMATION PIECE WAS HANDED OUT AT THE WHAM-TV/DT BOOTH AT THE CORN HILL ARTS FESTIVAL ON JULY 12-13, 2008, AND AT THE PARK AVENUE FESTIVAL ON AUGUST 2-3, 2008. 2. A DIGITAL TRANSITION INFORMATION BOARD WAS DISPLAYED AT THE DAY-LONG SPEAKING OF WOMEN'S HEALTH CONFERENCE HELD ON FRIDAY, SEPTEMBER 19, 2008, AT THE ROCHESTER RIVERSIDE CONVENTION CENTER.	
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 CHARLES E. SAMUELS
Signature CHARLES E. SAMUELS	Date (mm/dd/yyyy) 10/06/2008

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.**