

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. — 20090108ABC

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		
<input checked="" type="checkbox"/> Digital	59		
Report reflects information for quarter ending: 3/31/2009			
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	237
Total 5:00 a.m. to 1:00 a.m. CSTs	745
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	30
Total 6:00 a.m. to 9:00 a.m. CSTs	60
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	66
Total 6:00 p.m. to 11:35 p.m. CSTs	237
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: 1.) BREAKDOWN OF THE 237 DTV PSA'S RUN: LOCALLY-PRODUCED=211; ABC NETWORK PRODUCED=26. DTV PSA'S WERE CLOSED CAPTIONED. 2.) BREAKDOWN OF THE 745 DTV CST'S RUN: LOCALLY-PRODUCED=667; ABC NETWORK PRODUCED=78. DTV TRANSITION-RELATED PSA'S, CRAWLS, SNIPES AND/OR TICKERS CONTINUE TO RUN IN SECOND QUARTER 2009.	

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
Comments: THE "COUNTDOWN TO DTV" SHOW PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS RAN ON WHAM-TV ON SATURDAY, JANUARY 3, 2009, FROM 5:00-5:30 P.M. A NEW UP-TO-DATE 30-MINUTE INFORMATIONAL SHOW WILL RUN IN SECOND QUARTER BEFORE THE TRANSITION.	

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.	
112	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
9	<i>Longer Form Reminders</i>
Comments: 1.) A COUNTDOWN CLOCK WAS POSITIONED ON THE DTV TRANSITION PAGE ON 13WHAM.COM FROM 1/1/2009 UNTIL 2/4/2009 WHEN IT WAS TEMPORARILY SUSPENDED BY THE FCC. 2.) GRAPHIC DISPLAYS: RAN 1/1/2009 THROUGH 2/4/2009 WHEN THE REQUIREMENT WAS TEMPORARILY SUSPENDED BY THE FCC. ABC RAN THE "COUNTDOWN TO DTV" GRAPHIC ON WHAM-TV ONCE PER DAY, MONDAY THROUGH SUNDAY, DURING THE LAST HALF HOUR OF "GOOD MORNING AMERICA". THE GRAPHIC PROMOTED THE TOLL-FREE PHONE NUMBER AND THE WEBSITE ON ALTERNATE DAYS. WHAM-TV RAN TWO COUNTDOWN GRAPHICS PER DAY MONDAY THROUGH FRIDAY FROM 1/1/2009 THROUGH 2/4/2009 IN RACHAEL RAY 9:00-10:00 A.M. AND IN OPRAH FROM 4:00-5:00 P.M. ON SATURDAYS AND SUNDAYS, THE COUNTDOWN GRAPHIC RAN IN NEWSCASTS FROM 6:00-6:30 P.M. AND 11:00-11:30 P.M. 3.) LONGER-FORM REMINDERS RAN 1/1/2009 THROUGH 2/4/2009 WHEN TEMPORARILY SUSPENDED	

BY THE FCC:

A.) WHAM-TV HOSTED A TOTAL OF SIX LIVE CALL-IN PHONE BANKS ON THE FOLLOWING DATES: 1/5/2009 FROM 5:00-6:30 P.M.; 1/12/2009 FROM 12:00-12:30 P.M.; 1/19/2009 FROM 5:00-6:30 P.M.; 1/26/2009 FROM 5:00-6:30 P.M.; AND 2/2/2009 FROM 12:00-12:30 P.M. AND 5:00-6:30 P.M. A PANEL OF EXPERTS ON DIGITAL TELEVISION MANNED THE PHONES ANSWERING VIEWERS' CALLS.

B.) A TWO-MINUTE VIGNETTE FEATURING 13WHAM NEWS ANCHOR EVAN DAWSON RAN ON AIR IN NEWSCASTS. EVAN WALKED VIEWERS STEP-BY-STEP THROUGH WHAT THE DIGITAL TELEVISION TRANSITION MEANS, WHO IT AFFECTS, THE DIFFERENCES BETWEEN ANTENNAS, AND HOW TO CONNECT THE ANTENNA TO THE DIGITAL CONVERTER BOX AND TO THE TELEVISION. THE VIGNETTES RAN ON THE FOLLOWING DATES: 1/2/2009 DURING THE 5AM NEWSCAST, 1/5/2009 DURING THE 5PM NEWSCAST, AND 1/16/2009 DURING THE 5PM NEWSCAST. 4.) IN SECOND QUARTER, WHAM-TV WILL RUN A 60-DAY COUNTDOWN TO ITS TRANSITION TO DIGITAL-ONLY SERVICE.

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: 1.) 13WHAM NEWS ANCHOR/REPORTER EVAN DAWSON DID A NEWS STORY ON 1/2/2009 DURING THE 6PM NEWSCAST ON "ARE YOU READY FOR DIGITAL?" THE FOCUS WAS ON STORES THAT OFFER HOUSE CALLS TO INSTALL CONVERTER BOXES. DURING THE NEWSCAST, ON-AIR TALENT PROMOTED THE DTV CALL-IN PHONE BANK ON 1/5/2009. 2.) "COUPONS GONE FOR DTV BOXES" - NEWS STORY ON 1/5/2009. 3.) LIVE CALL-IN PHONE BANK ON 1/5/2009 DURING THE 13WHAM NEWS FROM 5:00-6:30 P.M. INVITED VIEWERS TO CALL IN WITH QUESTIONS ABOUT THE DTV TRANSITION OR EQUIPMENT. THE PHONES WERE MANNED BY STATION PERSONNEL WHO ARE EXPERTS ON THE DIGITAL TRANSITION. 4.) NEWS STORY ON 1/10/2009 ON "HELPING TO MAKE AN EASY DTV TRANSITION". 5.) DURING 5:00-9:00 A.M. NEWSCASTS ON 1/12/2009 ON-AIR TALENT PROMOTED THE LIVE CALL-IN PHONE BANK AND THE SOFT TEST OCCURRING DURING THAT DAY'S 12:00-12:30 P.M. NEWSCAST. THROUGHOUT THE MORNING, CRAWLS RAN ON THE ANALOG-ONLY SIGNAL INFORMING PEOPLE OF THE SOFT TEST AND PHONE BANK. 6.) A SOFT TEST RAN DURING THE NOON NEWSCAST ON 1/12/2009. A FULL-SCREEN SLATE WAS PUT UP ON THE ANALOG-ONLY SIGNAL FOR A FIVE-MINUTE TEST ALERTING VIEWERS WHOSE TELEVISION SETS MIGHT NOT BE READY FOR THE DIGITAL TRANSITION THAT THEY NEED TO TAKE ACTION TO MAKE SURE THEY RECEIVE A DIGITAL BROADCAST SIGNAL. A LIVE CALL-IN PHONE BANK INVITED VIEWERS TO CALL IN WITH QUESTIONS ABOUT THE DTV TRANSITION OR EQUIPMENT. THE PHONES WERE MANNED BY STATION PERSONNEL ALONG WITH THREE MEMBERS OF THE FCC IN TOWN FOR PRESENTATIONS, DEMONSTRATIONS, AND TO ANSWER QUESTIONS ABOUT THE TRANSITION TO DIGITAL. 7.) DURING NEWSCASTS BEGINNING ON 1/16/2009 AND THROUGH 1/19/2009, ON-AIR TALENT PROMOTED THE LIVE CALL-IN PHONE BANK OCCURRING DURING THE 5:00-6:30 P.M. NEWS ON 1/19/2009. 8.) A SOFT TEST WAS RUN ON 1/22/2009 FROM 7:30-7:35 P.M. ON THE ANALOG-ONLY SIGNAL. A FULL-SCREEN SLATE WAS PUT UP ALERTING VIEWERS WHOSE TELEVISION SETS MIGHT NOT BE READY FOR THE DIGITAL TRANSITION THAT THEY NEED TO TAKE ACTION TO MAKE SURE THEY RECEIVE A DIGITAL BROADCAST SIGNAL. 9.) DURING NEWSCASTS BEGINNING 1/23/2009 AND THROUGH 1/26/2009, ON-AIR TALENT PROMOTED THE LIVE CALL-IN PHONE BANK OCCURRING DURING THE 5:00-6:30 P.M. NEWSCAST ON 1/26/2009. 10.) TWO LIVE CALL-IN PHONE BANKS WERE HELD ON 2/2/2009 DURING THE NOON NEWSCAST AND DURING THE 5:00-6:30 P.M. NEWSCAST. ON-AIR TALENT PROMOTED THE PHONE BANKS DURING THE PRIOR WEEKEND'S NEWSCASTS AND DURING THE MORNING NEWS ON 2/2/2009. SOFT TESTS WERE RUN ON THE ANALOG-ONLY SIGNAL WITH A CRAWL AT THE BOTTOM OF THE SCREEN. 11.) 13WHAM NEWS ANCHORS EVAN DAWSON AND HOLLY MAYNARD HAD A LIVE INTERVIEW DURING THE 3/23/2009 MORNING NEWSCAST WITH AARP DTV SPOKESPERSON DANIELLE HOLLAND,	

WHO TALKED ABOUT HELPING OLDER AMERICANS WITH THE TRANSITION TO DIGITAL TRANSITION. AARP WAS CHOSEN BY THE FCC TO OPERATE A TOLL-FREE NATIONAL PHONE LINE.	
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". IN ADDITION TO A "HOW-TO" VIDEO AND NAVIGATION LINKS, THERE ARE ALSO 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.) 1/5/2009 WEB STORY: "DO YOU NEED HELP WITH THE DIGITAL TELEVISION TRANSITION?" 13WHAM'S DIGITAL TELEVISION TEAM TAKING CALLS FROM 5:00-6:30 P.M. TO ANSWER QUESTIONS ABOUT THE DTV TRANSITION OR EQUIPMENT. VIEWERS WERE INVITED TO CALL (585) 321-8787 STARTING AT 5:00 P.M. TO SPEAK WITH AN EXPERT. 3.) WHAM-TV/DT VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS POSTED A BLOG ON 1/5/2009 - "DOWN TO THE DIGITAL WIRE...". 4.) STORY POSTED TO THE WEBSITE ON 1/8/2009, "FCC PICKS WXXI TO LEAD DIGITAL TV OUTREACH EFFORT". 5.) STORY POSTED TO THE WEBSITE ON 1/9/2009, "SHOULD CONGRESS DELAY THE DTV SWITCH?" 6.) STORY POSTED TO THE WEBSITE ON 1/9/2009, "NEXT DIGITAL TRANSITION TEST". 13WHAM CONDUCTS ANOTHER DIGITAL TRANSITION TEST ON 1/12/2009 AT 12:00 P.M. IF YOU RECEIVE ON-SCREEN ANNOUNCEMENTS AND INSTRUCTIONS REGARDING THE DIGITAL TV TRANSITION AT THAT TIME, IT MEANS THAT YOU ARE NOT YET PREPARED FOR THE CHANGE AND YOU WILL LOSE YOUR TELEVISION SIGNAL IN FEBRUARY UNLESS YOU TAKE ACTION. 7.) STORY POSTED TO THE WEBSITE ON 1/10/2009 ON "HELPING TO MAKE AN EASY (DTV) TRANSITION". 8.) STORY POSTED TO THE WEBSITE ON 1/26/2009 ABOUT THE DIGITAL TELEVISION HELPLINE IN THAT DAY'S 5:00 P.M. NEWSCAST. 9.) WHAM-TV/DT VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS POSTED A BLOG ON 1/29/ 2009 - "DTV SOONER THAN YOU MAY THINK...". 10.) WHAM-TV/DT VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS POSTED A BLOG ON 2/5/2009 - UPDATED VERSION OF "DTV SOONER THAN YOU MAY THINK...". 11.) WHAM-TV/DT VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS POSTED A BLOG ON 2/6/2009 - "WE'LL KEEP THE LIGHT ON FOR YOU...". 12.) PEOPLE CAN CLICK ON A TWO-MINUTE VIGNETTE FEATURING 13WHAM NEWS ANCHOR (EVAN DAWSON) WALKING VIEWERS STEP-BY-STEP THROUGH WHAT THE DIGITAL TELEVISION TRANSITION MEANS, WHO IT AFFECTS, THE DIFFERENCES BETWEEN ANTENNAS, AND HOW TO CONNECT THE ANTENNA TO THE DIGITAL CONVERTER BOX AND THEN TO THE TELEVISION.	
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: CHIEF ENGINEER LOU VOLINO GAVE A PRESENTATION ON DTV AND THE DIGITAL TRANSITION TO THE ROCHESTER RADIO REPEATER ASSOCIATION ON 1/16/2009.	
Community Events	
Comments: A. WHAM-TV HAD A TABLETOP DISPLAY AT THE ROCHESTER BUSINESS ALLIANCE ATHENA AWARDS LUNCHEON ON THURSDAY, 1/22/2009. THE DISPLAY WAS TITLED "ARE YOU READY?" AND OUTLINED THE STEPS PEOPLE CAN TAKE TO DETERMINE IF THEY ARE READY OR NOT FOR THE DIGITAL TRANSITION.	

B. DTV INFORMATION PIECES WERE HANDED OUT AT THE WHAM-TV/DT BOOTH AT THE HUMANE SOCIETY/LOLLYPOP FARM TELETHON THAT TOOK PLACE ON SATURDAY, 2/28/2009 FROM 3:00-9:00 P.M. AT EASTVIEW MALL.

C. DTV INFORMATION PIECES WERE HANDED OUT AT THE WHAM-TV/DT BOOTH AT THE GREATER ROCHESTER HOME SHOW THAT TOOK PLACE FRIDAY THROUGH SUNDAY, 3/27-3/29/2009 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:

THERE WERE NUMEROUS ON-AIR MENTIONS BY 13WHAM NEWS TALENT REFERENCING COUNTDOWN TO DIGITAL TRANSITION AND TO LIVE CALL-IN PHONE BANKS AND SOFT TESTS. THESE EFFORTS WILL CONTINUE IN SECOND QUARTER 2009.

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) 04/06/2009

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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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.

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