

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090701AAG	
Licensee NEWPORT TELEVISION LICENSE LLC					
Call Sign WHAM-TV		Facility Id 73371		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
ROCHESTER		NY	MONROE		14623 - 5225
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: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)? If YES , Complete Section E				<input type="radio"/> Yes <input checked="" type="radio"/> No	
Simulcasting:					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream? If YES , complete only one of the form for both. If NO , complete a form for your Analog Channel and a second for your primary Digital stream.				<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 Countdown piece per day during the 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	186
Total 5:00 a.m. to 1:00 a.m. CSTs	4709
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	11
Total 6:00 a.m. to 9:00 a.m. CSTs	419
For stations located in the Atlantic, 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	48
Total 6:00 p.m. to 11:35 p.m. CSTs	1497
For stations located in the Alaskan, 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 186 DTV PSA'S RUN: LOCALLY-PRODUCED=164; ABC NETWORK PRODUCED=22. DTV PSA'S WERE CLOSED CAPTIONED. 2.) BREAKDOWN OF THE 4709 DTV CST'S RUN: LOCALLY-PRODUCED=4641; ABC NETWORK PRODUCED=68. NOTE ON CST'S: BEGINNING AT 9:03 A.M. ON 6/10/2009 AND RUNNING THROUGH 2:35 A.M. 6/12/2009, WHAM-TV RAN A CONTINUOUS CRAWL ON ITS ANALOG-ONLY SIGNAL ALERTING VIEWERS WHOSE TELEVISION SETS MIGHT NOT BE READY FOR THE DIGITAL TRANSITION THAT THEY NEEDED TO TAKE ACTION TO MAKE SURE THEY RECEIVED A DIGITAL BROADCAST SIGNAL ON 6/12/2009. THE CRAWL THAT RAN BETWEEN THE HOURS OF 1AM-5AM ON THESE DAYS DID NOT COUNT TOWARDS THE TOTAL NUMBER OF CST'S REPORTED IN THE SECOND QUARTER DTV REPORT.	

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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1

Comments:
 THE 30-MINUTE INFORMATIONAL AND EDUCATIONAL "COUNTDOWN TO DTV" SHOW PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS RAN ON WHAM-TV ON SUNDAY, 6/7/2009, FROM 3:30-4:00 P.M. A LOCALLY-PRODUCED INSERT IN THE SHOW LISTED THE CALL LETTERS AND CHANNEL POSITIONS OF THE ROCHESTER TELEVISION STATIONS AND THE DATE THEY TRANSITIONED TO DIGITAL.

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

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

Comments:
 1. GRAPHIC DISPLAYS: EFFECTIVE 4/13/2009, WHAM-TV RAN TWO COUNTDOWN GRAPHICS PER DAY MONDAY THROUGH FRIDAY IN RACHAEL RAY FROM 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 11-11:30 P.M.
 2. THE FOLLOWING LONGER-FORM REMINDER RAN ON WHAM-TV DURING SECOND QUARTER 2009: A.) WHAM-TV HOSTED A LIVE CALL-IN PHONE BANK ON THURSDAY, 6/11/2009, FROM 5:00-6:15 P.M. A PANEL OF EXPERTS ANSWERED VIEWERS' QUESTIONS ABOUT THE DIGITAL TRANSITION.

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:
 BREAKDOWN OF THE 186 DTV PSA'S RUN: LOCALLY-PRODUCED=164; ABC NETWORK PRODUCED=22. DTV PSA'S WERE CLOSED CAPTIONED. 2.)
 BREAKDOWN OF THE 4709 DTV CST'S RUN: LOCALLY-PRODUCED=4641; ABC NETWORK PRODUCED=68. NOTE ON CST'S: BEGINNING AT 9:03 A.M. ON 6/10/2009 AND RUNNING THROUGH 2:35 A.M. 6/12/2009, WHAM-TV RAN A CONTINUOUS CRAWL ON ITS ANALOG-ONLY SIGNAL ALERTING VIEWERS WHOSE TELEVISION SETS MIGHT NOT BE READY FOR THE DIGITAL TRANSITION THAT THEY NEEDED TO TAKE ACTION TO MAKE SURE THEY RECEIVED A DIGITAL BROADCAST SIGNAL ON 6/12/2009. THE CRAWL THAT RAN BETWEEN THE HOURS OF 1AM-5AM ON THESE DAYS DID NOT COUNT TOWARDS THE TOTAL NUMBER OF CST'S REPORTED IN THE SECOND QUARTER DTV REPORT.

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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>1. ON THURSDAY, 5/21/2009, STATIONS IN THE ROCHESTER MARKET TOOK PART IN A NATIONWIDE FIVE-MINUTE SOFT TEST AT 7:25 A.M., 12:25 P.M., AND 7:25 P.M. ON THE ANALOG-ONLY SIGNAL 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 ON JUNE 12.</p> <p>2. BEGINNING AT 9:03 A.M. ON WEDNESDAY, 6/10/2009 AND RUNNING THROUGH 2:35 A.M. FRIDAY, 6/12/2009, WHAM-TV RAN A CONTINUOUS CRAWL ON ITS ANALOG-ONLY SIGNAL ALERTING VIEWERS WHOSE TELEVISION SETS MIGHT NOT BE READY FOR DIGITAL TRANSITION THAT THEY NEED TO TAKE ACTION TO MAKE SURE THEY RECEIVE A DIGITAL BROADCAST SIGNAL ON JUNE 12. THE CRAWL CONTAINED FCC TELEPHONE NUMBERS AND WEBSITE ADDRESSES FOR MORE INFORMATION.</p> <p>3. IN ALL NEWSCASTS AIRING ON THURSDAY, 6/11/2009, THE 13WHAM NEWS ANCHOR TEAM MADE REFERENCE TO THE LIVE CALL-IN PHONE BANK BEING HELD THAT DAY FROM 5:00-6:15 P.M. IN PREPARATION FOR THE TRANSITION TO DIGITAL ON JUNE 12. A PANEL OF EXPERTS WAS ON HAND TO ANSWER VIEWERS' QUESTIONS.</p> <p>4. DURING SECOND QUARTER 2009, THERE WERE NUMEROUS ON-AIR MENTIONS BY 13WHAM NEWS TALENT REGARDING THE COUNTDOWN TO THE SWITCH FROM ANALOG TO DIGITAL PROMOTING SOFT TESTS, THE CONVERTER BOX COUPON PROGRAM, RESCANNING, ANTENNAS, THE LIVE CALL-IN PHONE BANK, AND THEY ALSO DIRECTED PEOPLE TO 13WHAM.COM FOR MORE INFORMATION INCLUDING TELEPHONE NUMBERS AND WEBSITE ADDRESSES.</p>	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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
<p>Comments:</p> <p>1. DIGITAL TV TRANSITION LINK TO QUESTIONS AND ANSWERS ON "ARE YOU READY FOR THE SWITCH TO DIGITAL TELEVISION?" THERE WERE NAVIGATION LINKS TO MANY DIGITAL TRANSITION WEBSITES AND TO PROMINENT DTV AREAS ON THE "FIND IT" PAGE AND "CONTACT US" PAGE ON WWW.13WHAM.COM. THE GENERAL MANAGER'S E-MAIL ADDRESS WAS LISTED FOR VIEWERS WHO WANTED TO WRITE WITH QUESTIONS ON THE DIGITAL TRANSITION.</p> <p>2. PEOPLE COULD CLICK ON A TWO-MINUTE VIGNETTE PRODUCED BY WHAM-TV FEATURING 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.</p> <p>3. A "DIGITAL TIPS" VIDEO PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS WAS POSTED ON THE DIGITAL TRANSITION PAGE ON WWW.13WHAM.COM.</p> <p>4. WHAM-TV VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS POSTED A BLOG ON 5/26/2009-"PREPARE TO RESCAN DIGITAL CONVERTER BOXES..."</p> <p>5. POSTED TO THE WEB ON 6/12/2009: "WHAM-TV IS NOW DIGITAL; RE-SCAN YOUR DTV CONVERTER BOX!"</p> <p>6. POSTED TO THE WEB ON 6/12/2009: "WHAM-TV HAS DISCONTINUED ITS ANALOG BROADCAST SIGNAL IN ACCORDANCE WITH THE NATION'S TRANSITION TO ALL DIGITAL TELEVISION."</p>	
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.	
<input type="checkbox"/> Speaking Engagements	

Comments:
<input type="checkbox"/> Community Events Comments:
<input type="checkbox"/> 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 VICE PRESIDENT AND GENERAL MANAGER
Signature CHARLES E. SAMUELS	Date (mm/dd/yyyy) 07/01/2009

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

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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

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