

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: 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?		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	233
Total 5:00 a.m. to 1:00 a.m. CSTs	503
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	23
Total 6:00 a.m. to 9:00 a.m. CSTs	84
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	70
Total 6:00 p.m. to 11:35 p.m. CSTs	210
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 233 DTV PSA'S RUN: LOCALLY-PRODUCED=207; ABC NETWORK PRODUCED=26. DTV PSA'S WERE CLOSED CAPTIONED. 2.) BREAKDOWN OF THE 503 DTV CST'S RUN: LOCALLY-PRODUCED=450; ABC NETWORK PRODUCED=53.	

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	2
Comments: THE "COUNTDOWN TO DTV" SHOW PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS RAN ON WHAM-TV ON SUNDAY, DECEMBER 7, 2008 FROM 5:30-6:00 P.M. AND ON SUNDAY, DECEMBER 28, 2008 FROM 5:00-5:30 P.M. THE SHOW WILL AIR AGAIN IN FIRST QUARTER 2009.	

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?	
142	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
8	<i>Longer Form Reminders</i>
Comments: 1.) THERE IS A COUNTDOWN CLOCK ON THE DTV TRANSITION PAGE ON WWW.13WHAM.COM. 2.) GRAPHIC DISPLAYS: BEGINNING 11/10/2008, ABC ADDED A 100-DAY "COUNTDOWN TO DTV" GRAPHIC TO RUN ON WHAM-TV ONCE PER DAY DURING THE LAST HALF-HOUR OF "GOOD MORNING AMERICA". THE GRAPHIC PROMOTES THE TOLL-FREE PHONE NUMBER AND THE WEBSITE ON ALTERNATE DAYS. IN ADDITION, BEGINNING 11/10/2008, WHAM-TV BEGAN RUNNING TWO 100-DAY COUNTDOWN GRAPHICS PER DAY MONDAY-FRIDAY 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: A. ON 12/17/2008, WHAM-TV HOSTED A LIVE CALL-IN PHONE BANK FROM 5:00-6:30 P.M. A PANEL OF EXPERTS ON DIGITAL TRANSITION MANNED THE PHONES ANSWERING VIEWERS' CALLS. B. A TWO-MINUTE VIGNETTE FEATURING 13WHAM NEWS ANCHOR EVAN DAWSON STARTED RUNNING ON AIR IN NEWSCASTS BEGINNING 12/17. EVAN WALKED VIEWERS STEP-BY-STEP THROUGH WHAT THE DIGITAL TRANSITION MEANS, WHO IT AFFECTS, THE	

DIFFERENCES BETWEEN ANTENNAS, AND HOW TO CONNECT THE ANTENNA TO THE DIGITAL CONVERTER BOX AND TO THE TELEVISION.

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
<p>Comments:</p> <p>1. ON 10/24/2008, 13WHAM NEWS ANCHOR EVAN DAWSON REPORTED LIVE FROM CHARLOTTE APPLIANCE AND FURNITURE WITH AN IN-DEPTH REPORT ON PREPARING FOR THE DTV SWITCH.</p> <p>2. ON 12/16/2008, WHAM-TV VICE PRESIDENT AND GENERAL MANAGER CHUCK SAMUELS RECORDED AN INTERVIEW TO RUN ON WHAM RADIO ON THE TRANSITION TO DIGITAL TELEVISION.</p> <p>3. DURING NEWSCASTS ON TUESDAY, 12/16/2008, AND WEDNESDAY, 12/17/2008, ON-AIR TALENT PROMOTED THE LIVE CALL-IN PHONE BANK OCCURRING 5:00-6:30 P.M. AND THE SOFT TEST OF DIGITAL TELEVISION RUNNING FROM 7:30-7:35 P.M. ON 12/17/2008.</p> <p>4. STARTING AT 7:00 A.M. ON 12/17/2008, WHAM-TV RAN CRAWLS THROUGHOUT THE DAY ON ANALOG ONLY TO ALERT VIEWERS THAT THE STATION WAS DOING A TEST OF DIGITAL TELEVISION TRANSITION FROM 7:30-7:35 P.M. THAT NIGHT. THE CRAWLS DIRECTED VIEWERS WHERE THEY COULD TURN FOR ANSWERS INCLUDING WHAM'S LIVE CALL-IN PHONE BANK FROM 5:00-6:30 P.M., WEBSITE ADDRESSES (WWW.DTV2009.GOV AND WWW.DTVANSWERS.COM), AND THE PHONE NUMBER 888-DTV-2009. THE TEST WILL DETERMINE THOSE TELEVISION SETS NOT READY FOR THE TRANSITION TO DIGITAL ON 2/17/2009.</p> <p>5. ON 12/17/2008, 13WHAM NEWS HOSTED A LIVE CALL-IN PHONE BANK DURING THE 5:00-6:30 P.M. NEWS ANSWERING VIEWERS' QUESTIONS REGARDING DIGITAL TELEVISION AND THE TRANSITION. THE PHONES WERE MANNED BY STATION PERSONNEL WHO ARE EXPERTS ON DIGITAL TRANSITION.</p> <p>6. A "SOFT TEST" WAS RUN ON 12/17/2008 WHERE A FULL-SCREEN SLATE WAS PUT UP ON ANALOG OVER-THE-AIR BROADCAST ONLY FROM 7:30-7:35 P.M. THAT ALERTED THOSE VIEWERS WHOSE TELEVISION SETS ARE NOT READY FOR THE DIGITAL TELEVISION TRANSITION THAT THEY NEED TO TAKE ACTION IN ORDER TO CONTINUE TO WATCH TELEVISION ON 2/17/2009.</p> <p>7. A TWO-MINUTE VIGNETTE FEATURING 13WHAM NEWS ANCHOR EVAN DAWSON STARTED RUNNING ON AIR IN NEWSCASTS BEGINNING 12/17/2008. 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.</p>	
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
<p>Comments:</p> <p>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 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.</p> <p>2. A TOP STORY POSTED ON 13WHAM.COM ON 12/12/2008, AND RUNNING THROUGH 12/17/2008, WAS THE "DIGITAL TELEVISION TRANSITION TEST" TO BE RUN ON AIR 12/17/2008 FROM 7:30-7:35 P.M.</p> <p>3. "CALL-IN WITH QUESTIONS ON DTV TRANSITION" WAS POSTED TO THE WEBSITE ON 12/16/2008. ANYONE WITH QUESTIONS ABOUT THE UPCOMING TRANSITION FROM ANALOG TO DIGITAL TV CAN CALL IN THOSE QUERIES TO A BANK OF EXPERTS ON HAND DURING THE 13WHAM NEWS AT 5:00 P.M.</p> <p>4. 12/17/2008 WEB POSTING: DIGITAL TELEVISION TRANSITION TEST TONIGHT AT 7:30 P.M. - 13WHAM AND ALL THE OTHER LOCAL TV STATIONS ARE RUNNING A DIGITAL TELEVISION</p>	

TRANSITION TEST TONIGHT AT 7:30 P.M. IF YOU SEE THE ANNOUNCEMENT RUNNING AT THAT TIME, IT MEANS YOU ARE NOT PREPARED FOR THE SWITCH, AND YOU MUST TAKE ACTION OR YOU WILL LOSE YOUR TV SIGNAL ON 2/17/2009. THE STORY LINKED TO: "LEARN MORE ABOUT DIGITAL TELEVISION WITH VIDEO".

5. POSTED TO THE WEBSITE ON 12/17/2008 WAS THE 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:

1. 13WHAM NEWS ANCHOR EVAN DAWSON GAVE A PRESENTATION ON THE DIGITAL TRANSITION TO THE REGULAR OCTOBER 2008 MONTHLY MEETING OF THE LIVINGSTON COUNTY ROTARY.
2. WHAM-TV PRODUCTION DIRECTOR CRAIG HESLOR GAVE A PRESENTATION ON THE CONVERSION TO DIGITAL TO A GROUP OF SENIORS AT THE TOWN OF PITTSFORD COMMUNITY CENTER ON 12/23/2008.

Community Events

Comments:

Other (describe)

Comments:

STATION PERSONNEL PARTICIPATED IN PANEL DISCUSSIONS:

1. ON 10/21/2008, 13WHAM NEWS DIRECTOR STEVE DAWE AND DIRECTOR OF DIGITAL MEDIA ANDREW LUCYSZYN PARTICIPATED IN A PANEL DISCUSSION AT THE ROCHESTER INSTITUTE OF TECHNOLOGY ABOUT THE EFFECT OF DIGITAL TRANSITION ON NEWS/TELEVISION/WEB JOURNALISM.
2. ON 11/20/2008, 13WHAM NEWS DIRECTOR STEVE DAWE PARTICIPATED IN A PANEL DISCUSSION AT THE SUNY BROCKPORT SEYMOUR STUDENT UNION ON DIGITAL TELEVISION TRANSITION AND WHAT IT MEANS TO LOCAL VIEWERS. PANEL PARTICIPANTS INCLUDED CHIEF ENGINEERS, NEWS DIRECTORS, AND MEDIA JOURNALISTS AND REPORTERS FROM LOCAL TV STATIONS AND A REPRESENTATIVE FROM THE LOCAL CABLE COMPANY.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

IN ADDITION TO ITEMS OUTLINED IN THIS REPORT, THERE WERE NUMEROUS ON-AIR MENTIONS BY 13WHAM NEWS TALENT OF THE COUNTDOWN TO THE DIGITAL TRANSITION ON 2/17/2009 AND REFERENCES MADE TO THE LIVE CALL-IN PHONE BANK AND SOFT TESTS. THESE EFFORTS WILL CONTINUE IN FIRST 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) 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.**