

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. -

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: 09/30/2008
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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)
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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

Application Purpose:	
<input type="radio"/> DTV Education Report	
<input checked="" type="radio"/> Amendment	File Number BDERCT-20081008AGF

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. DUE TO FCC SOFTWARE PROBLEM THE 6P - 1135P PSA AND CST COUNT WAS NOT REFLECTED ACCURATELY IN THE FCC'S RECORDS HOWEVER THE HARD COPY OF THE FORM INDICATED THE CORRECT INFORMATION.

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	322
Total 5:00 a.m. to 1:00 a.m. CSTs	374
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	81
Total 6:00 a.m. to 9:00 a.m. CSTs	132
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	183
Total 6:00 p.m. to 11:35 p.m. CSTs	149
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: THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE. DTV PSA COPY DTV #1: TECHNOLOGY CHANGES QUICKLY. WROC AND FOX ROCHESTER, 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. WROCO AND FOX ROCHESTER, 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.

DTV ANSWERS:

NOTICE HOW DIGITAL'S MADE PRETTY MUCH EVERYTHING BETTER? ESPECIALLY TELEVISION. DIGITAL TV'S GOT BETTER PICTURE, BETTER SOUND, MORE CHANNELS -- IN FACT, DIGITAL'S SO MUCH BETTER THAT, BY LAW, ALL BROADCAST TV HAS TO BE DIGITAL BY 2009. BUT THERE'S A CATCH: SOME TV'S NEED AN UPGRADE TO GET DIGITAL. YOU COULD EVEN LOSE YOUR SIGNAL. GET THE FACTS. VISIT DTVANSWERS.COM TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL. OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED.

DTV ANSWERS (:15)

DIGITAL TV'S GOT BETTER PICTURE, BETTER SOUND, MORE CHANNELS -- BUT IN 2009 WHEN BROADCAST TELEVISION GOES ALL DIGITAL WILL YOU LOSE YOUR SIGNAL? GO TO DTVANSWER.COM OR CALL THIS NUMBER TO LEARN ABOUT TV'S SWITCH TO DIGITAL.

DTV 1 FOX:

THE FUTURE IS HERE. RIGHT HERE IN THIS BOX. BECAUSE THIS BOX HAS THE POWER. THE POWER TO CONVERT YOUT TV INTO DTV. DIGITAL TELEVISION. AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV CONVERTER BOX AFFORDABLE. MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009 OR ALL YOU'LL SEE IS.... LEARN MORE ABOUT THE CONVERTER BOX AND COUPON. CALL 888-DTV-2009 OR GO TO DTV2009.GOV.

DTV 2 FOX:

IT MIGHT SEEM STRANGE BUT YOUR ANTENNAE TV COULD BECOME JUST A BOX- IF YOU DON'T GET THIS BOX. IN FEBRUARY 2009 SOME TV'S WILL STOP WORKING UNLESS THEY'RE UPGRADED TO DIGITAL TELEVISION WITH THIS DTV CONVERTER BOX. WITHOUT THIS UPGRADE YOUR ANTENNAE TV WILL NOT WORK. MAKE SURE YOUR TV IS DTV. CALL 888-DTV-2009 OR VISIT DTVANSWERS.COM. DON'T LET YOUR TV BECOME JUST A BOX.

DTV 4 FOX:

THE FUTURE OF TELEVISION IS HERE. DIGITAL IS IN THE AIR. IF YOU NOW OWN AN ANTENNAE TV YOU HAVE UNTIL FEBRUARY 2009 TO UPGRADE IT TO DIGITAL TV OR IT WILL STOP WORKING. CALL THIS NUMBER OR VISIT DTV2009.GOV TO LEARN HOW TO GET A BIG DISCOUNT COUPON ON THIS LOW COST DIGITAL CONVERTER BOX. THEN ENJOY FREE OVER THE AIR DTV WITH BETTER PICTURE AND SOUND. DON'T WAIT. MAKE SURE YOUR TV IS DTV.

DTV CRAWL:

ATTENTION: FULL POWER ANALOG BROADCASTING WILL END ON FEBRUARY 17, 2009. ANALOG ONLY TELEVISION SETS WILL NOT BE ABLE TO RECEIVE THE SIGNAL OF THIS STATION AFTER THAT DATE. OVER-THE-AIR VIEWING ON ANALOG ONLY TELEVISIONS WILL REQUIRE THE USE OF A CONVERTER BOX. ANALOG TELEVISIONS SHOULD CONTINUE TO WORK FOR RECEPTION OF BROADCASTS FROM CABLE AND SATELLITE PROVIDERS AND WITH GAMING CONSOLES, VCR'S, DVD PLAYERS AND

SIMILAR DEVICES. FOR MORE INFORMATION REGARDING THE TRANSITION TO DIGITAL TELEVISION PLEASE VISIT OUR WEBSITE, WWW.ROCHESTERHOMEPAGE.NET.

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

1

Comments:

STATION AIRED THE NAB "COUNTDOWN TO DTV - ARE YOU READY?" 30 MINUTE PROGRAM ON SUNDAY, JULY 6, 2008 @ 4PM.

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

Graphic Displays

0

Animated Graphics

0

Graphic and Audio Displays

0

Longer Form Reminders

Comments:

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 No

Comments:

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes 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

Yes No

the station's Website.

Comments:

THE STATION'S WEBSITE CONTAINS INFORMATION AND WEBSITE LINKS ON THE UPCOMING DTV CONVERSION AND WHERE CUSTOMERS CAN OBTAIN A COUPON FOR A DTV CONVERTER.

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:

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
JOHN CUNLIFFE

Signature

JOHN CUNLIFFE

Date (mm/dd/yyyy)

10/10/2008

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.