

Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 213062

Description: 388 DTV QUARTERLY RPT, WHEC-TV 7/7/08

Application Reference Number: 20080707AHK

Successfully filed at Jul 7 2008 4:29PM

Based on the information supplied, no fee is required.

[Menu](#)

[Logout](#)

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-20080707AHK	
Licensee WHEC-TV, LLC			
Call Sign WHEC-TV	Facility Id 70041	Previous Call Sign (if applicable)	
Community of License			
City ROCHESTER	State NY	County MONROE	Zip Code 14604 -
Nielsen DMA ROCHESTER NY	World Wide Web Home Page Address WWW.WHEC.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2007	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	10		
<input checked="" type="checkbox"/> Digital	58		
Report reflects information for quarter ending: 06/30/2008			
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?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
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 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	313
Total 5:00 a.m. to 1:00 a.m. CSTs	230
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.	14

PSAs	
Total 6:00 a.m. to 9:00 a.m. CSTs	51
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	84
Total 6:00 p.m. to 11:35 p.m. CSTs	62
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:	

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:	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WHEC AIRED A NEWS STORY REGARDING THE DTV TRANSITION ON JUNE 11, 2008 IN OUR 5PM NEWSCAST.	
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
Comments:	

WHEC HAS A LINK ON OUR WEBSITE FOR VIEWERS TO OBTAIN MORE INFORMATION REGARDING THE CTV TRANSITION.

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:
 WHEC STAFF MADE APPEARANCES ON THE FOLLOWING DATES TO SPEAK ABOUT AND ANSWER QUESTIONS REGARDING THE DTV TRANSITION:

APRIL 25, 2008- LYNETTE BAKER, PROGRAM DIRECTOR, SPOKE TO A GROUP OF ABOUT 40 AT THE CENTURY CLUB IN ROCHESTER, NY.
 MAY 1, 2008- ARNOLD KLINSKY, GM, SPOKE TO A GROUP OF ABOUT 35 AT THE SUNY BROCKPORT BUSINESS BRIEFINGS MEETING IN BROCKPORT, NY.
 MAY 20, 2008- ARNOLD KLINSKY, GM, SPOKE TO 120 PEOPLE AT THE ROCHESTER ROTARY CLUB MEETING.
 JUNE 2, 2008- ARNOLD KLINSKY, GM, SPOKE AT A JEWISH FAMILY SERVICE MEETING TO ABOUT 20 .
 JUNE 5, 2008- ARNOLD KLINSKY, GM, SPOKE TO ABOUT 20 PEOPLE AT LIFESPAN, CASE WORKERS THAT WORK WITH SENIORS

Community Events

Comments:
 WHEC SPONSORED AND STAFFED A BOOTH AT THE LILAC FESTIVAL. THE BOOTH SUPPLIED FESTIVAL ATTENDEES WITH FLIERS REGARDING THE DTV TRANSITION AND STAFF WAS AVAILABLE TO ANSWER QUESTIONS. THE FESTIVAL WAS FROM MAY 9-18, 2008.

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 PROGRAM DIRECTOR
Signature LYNETTE C. BAKER	Date (mm/dd/yyyy) 07/07/2008

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.