

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388		DTV Quarterly Activity Station Report	
		FOR COMMISSION USE ONLY FILE NO. -20090408AAK	
Licensee REGENTS OF THE UNIVERSITY OF MICHIGAN			
Call Sign WFUM	Facility Id 69273		Previous Call Sign (if applicable)
Community of License			
City FLINT	State MI	County GENESEE	Zip Code 48502 - 1907
Nielsen DMA FLINT-SAGINAW-BAY CITY	World Wide Web Home Page Address HTTP://WWW.WFUM.ORG/		Licensee Renewal Expiration Date (mm/dd/yyyy) 10/01/2013
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input type="checkbox"/> Analog			
<input checked="" type="checkbox"/> Digital	28		
Report reflects information for quarter ending: 03/31/2009			
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 type="radio"/> Option Two (B and D) <input checked="" 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 C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).	
Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?	<input checked="" type="radio"/> Yes <input type="radio"/> No
30 Minute Educational Programs - Last Quarter	
How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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 8	
Comments: ALL 8 PROGRAMS PERTAINED TO THE DTV TRANSITION AIRING ON JANUARY 1: 0430; JANUARY 19: 0230; JANUARY 20: 0430; FEBRUARY 8: 2230; FEBRUARY 9: 0230; FEBRUARY 10: 0430; FEBRUARY 16: 2330; AND FEBRUARY 18: 0530.	

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 type="radio"/> Yes <input checked="" type="radio"/> No	
Comments:		
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: GENERAL INFORMATION ON WFUM'S WEBPAGE LINKS TO PAGES WITH MORE DETAILED INFORMATION ABOUT THE DIGITAL SWITCHOVER, ADDITIONALLY THE TWO PROGRAMS WFUM PRODUCED ARE AVAILABLE FOR VIEWING. LINKS TO THE MICHIGAN MAB DIGITAL TV WEBPAGE, THE PBS DIGITAL WEBPAGE, AND THE DTV CONSUMER EDUCATION WEBPAGE ARE ALSO PROVIDED.		
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: THE WFUM-DT DIGITAL BROADCAST ON CHANNEL 28 AIRED MORE THAN THE SPECIFIED SECONDS PER DAY OF ON-AIR CONSUMER EDUCATION. WFUM'S ANALOG SERVICE WAS TERMINATED ON NOVEMBER 19TH, 2008; WFUM-DT EDUCATIONAL SPOTS WERE REDUCED STARTING MARCH 19TH, 2009 AS ALLOWED BY FCC RULINGS.		

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 DIRECTOR, MICHIGAN PUBLIC MEDIA
Signature STEPHEN SCHRAM	Date (mm/dd/yyyy) 04/08/2009

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-PERF, 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.

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Federal Communications Commission

FCC MB - CDBS Electronic Filing

Account number: 723797

Description: WFUM DTV QUARTERLY ACTIVITY STATION REPORT

Application Reference Number: 20090408AAK

Successfully filed at Apr 8 2009 9:27AM

Based on the information supplied, no fee is required.

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