

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090109AAP	
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: 12/31/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="checkbox"/> Option One (A and D) <input type="checkbox"/> Option Two (B and D) <input checked="" type="checkbox"/> 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="checkbox"/> DTV Education Report					
<input type="checkbox"/> 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? Yes 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 February 17, 2009.

Total number of 30 Minute Informational Programs 10

Comments:
WFUM PRODUCED TWO SEPARATE INFORMATIONAL/EDUCATIONAL DTV RELATED PROGRAMS WHICH WERE AIRED DURING THIS REPORTING PERIOD. SEVEN AIRINGS OF "ARE YOU READY FOR DTV" THE FIRST PROGRAM AND THREE OF THE SECOND PROGRAM. BOTH WERE INTERVIEW/CALL-IN IN SHOWS; THE SECOND PROGRAM ALSO CONCENTRATED ON OVER THE AIR ANTENNA SYSTEMS.

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: WFUM PARTICIPATED IN THE MICHIGAN STATE WIDE TEST ON 12-19-08 WHICH WAS DESIGNED TO INDICATE TO VIEWERS WHETHER THEIR TELEVISIONS WERE DIGITAL READY OR NOT.	
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: THE TWO PROGRAMS WFUM PRODUCED WERE MADE AVAILABLE ON OUR WEBPAGE FOR VIEWING.	
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 checked="" type="checkbox"/> Community Events	
Comments: ON 10-23-08 TWO WFUM STAFF MEMBERS PARTICIPATED IN A MICHIGAN ASSOCIATION OF BROADCASTERS TRAINING SESSION OFFERING THE PUBLIC A Q&A AND HANDS ON OPPORTUNITY. THIS WAS HELD AT THE SHIAWASSEE NATIONAL GUARD ARMORY.	
<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 BROADCAST ON ANALOG CH 28 AND PRIMARY DIGITAL CHANNEL CH 52 AIRED MORE THAN THE SPECIFIED SECONDS PER DAY OF ON-AIR CONSUMER EDUCATION. THIS WAS DONE IN VARIABLE TIME SLOTS UNTIL THE ANALOG CH 28 SERVICE WAS TERMINATED NOV. 19TH AND THE DIGITAL SERVICE CEASED ON CH 52 NOV. 21ST; NOTICES WERE FILED WITH THE FCC. A GRANTED STA FILE NUMBER BLDSTA-20081113ADZ ALLOWED WFUM-DT FLINT, MI TO COMMENCE EARLY POST-TRANSITION OPERATION ON CHANNEL 28 STARTING NOV. 21, 2008 AT 5 PM. ALL EDUCATIONAL REQUIREMENTS CONTINUED TO BE MET ON WFUM-DT 28 ONTO THE END OF THE REPORTING PERIOD.	

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
Signature	Date (mm/dd/yyyy)
STEPHEN SCHRAM	01/08/2009

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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.