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August 2, 2010

Marlene H. Dortch, Esq.
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554
ATTENTION: Room 2-B450
Digital Radio Notification

2010 085 - 4 A 5 47
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AUG - 2 2010

Federal Communications Commission
Office of the Secretary

NOTE: No filing fee required

Re: Notice of Commencement of Increased Power Digital Radio Operation
University of Rochester Broadcast Corporation
NCE Station WRUR-FM, Rochester, NY (Facility ID 69138)

Dear Ms. Dortch:

On behalf of the University of Rochester Broadcast Corp. ("URBC"), licensee of noncommercial educational radio station WRUR-FM, Channel 203, Rochester, New York, we hereby notify the Commission of the commencement of increased power digital radio broadcasting using iBiquity Digital Corporation's HD Radio™ technology. Consistent with the Commission's releases in MM Docket No. 99-325, and at the request of FCC staff, URBC supplies the attached information in support of this notification. Please note that this filing serves to replace and supersede URBC's previous digital radio notification filing dated July 20, 2010.

URBC is a noncommercial educational licensee and operates Station WRUR-FM on a noncommercial educational basis. This station is therefore exempt from FCC filing fee requirements pursuant to Section 1.1114 of the Commission's Rules, and the facility is exempt from FCC regulatory fees, pursuant to Section 1.1162 of the Rules. Should any questions arise concerning this matter, kindly contact this office.

Very truly yours,

Barry S. Persh

Enclosure
cc (by email): C. Norm Miller (FCC)

Notification of Increased Power Digital Radio Operation

University of Rochester Broadcast Corp.

NCE Station WRUR-FM, Channel 203, Rochester, NY (Facility ID No. 69138)

1. *Power Level & Date.* WRUR-FM commenced digital radio operation with an increased power of 3.98 % of analog ERP (-14 dB below analog ERP, i.e., - 14 dBc) on July 29, 2010.
2. *Certification of Facilities.* WRUR-FM hereby certifies that with the exception of the digital power level described herein, its facilities conform to the iBiquity Digital Corporation hybrid FM specifications set forth in Appendix B of the *First Report and Order* in MM Docket No. 99-325.
3. *Technical Reference.* In the event of interference, questions should be directed to WRUR-FM's technical representative:
Name: Kent Hatfield
Phone #: 585-258-0223
4. *Transmitter Output Power.*
Combined: 2235.6 watts
Analog: 2150.0 watts
Digital: 85.6 watts
5. *Certification of ERP.* WRUR-FM hereby certifies its analog effective radiated power will remain as authorized after commencement of digital operations.
6. *Digital Power Level.* The station operates with the following ERP:
Analog: 3.0 kW
Digital: 0.12 kW
7. *Radiation Exposures Certification.* WRUR-FM hereby certifies that its interim digital operations will not cause human exposure to levels of radio frequency radiation in excess of Section 1.1310 of the Commission's rules and is therefore categorically excluded from environmental processing pursuant to Section 1.1306(b).
8. Type of digital operation proposed: low-level combined
9. Super-powered status: Not super-powered



Signature

Kent Hatfield

Name

VP Technology & Operations,

WXXI Public broadcasting Council

Title