

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. BDERET-20081007AHE
Licensee UNIVERSITY OF NORTH CAROLINA			
Call Sign WUND-TV	Facility Id 69292	Previous Call Sign (if applicable)	
Community of License			
City EDENTON	State NC	County CHOWAN	Zip Code 27928 -
Nielsen DMA NORFOLK-PORTSMTH-NEWPT NWS	World Wide Web Home Page Address WWW.UNCTV.ORG	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	2		
<input checked="" type="checkbox"/> Digital	20		
Report reflects information for quarter ending: 09/30/2008			
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 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? 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 0

Comments:
30-MINUTE SHOW AIRED IN A PREVIOUS QUARTER.

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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: UNC-TV PRODUCED THREE 60-MINUTE LIVE CALL-IN PROGRAMS TITLED "DIGITAL TV: ARE YOU GETTING IT?", AND AIRED THEM ONE EACH MONTH, ON WEDNESDAY, JULY 9, 8 P.M. - 9 P.M.; TUESDAY, AUGUST 12, 9 P.M. - 10 P.M.; AND TUESDAY, SEPTEMBER 30, 8 P.M. - 9 P.M. THE JULY 9TH PROGRAM HANDLED 344 CALLS AND 77 EMAILS, WHILE THE AUGUST SHOW HANDLED 835 CALLS AND 26 EMAILS. SEPTEMBER'S SHOW HANDLED 939 CALLS AND 67 EMAILS. ALSO, OUR LOCAL PRODUCTION "NORTH CAROLINA NOW" AIRED THREE DIGITAL TV FEATURES THIS QUARTER: A 3 MINUTE & 6 SECOND STORY ON DIGITAL CONVERTER BOXES AIRED ON WEDNESDAY, JULY 9, BETWEEN 7:30 P.M. AND 8 P.M., A 5 MINUTE & 55 SECOND STORY ON THE UPCOMING DIGITAL CONVERSION IN WILMINGTON AIRED ON TUESDAY, AUGUST 12TH, BETWEEN 7:30 P.M. AND 8 P.M., AND A 5 MINUTE STORY ON THE ACTUAL WILMINGTON DIGITAL CONVERSION AIRED ON TUESDAY, SEPTEMBER 9, BETWEEN 7:30 P.M. AND 8 P.M. UNC-TV ALSO PRODUCED A NORTH CAROLINA PEOPLE INTERVIEW WITH FCC CHAIRMAN KEVIN MARTIN, DISCUSSING THE DIGITAL TRANSITION AND WILMINGTON, NC EARLY ANALOG TURN OFF. THIS PROGRAM AIRED ON FRIDAY, SEPTEMBER 5, AT 9 P.M. - 9:30 P.M., AND REPEATED ON SUNDAY, SEPTEMBER 7, AT 5:30 P.M. - 6 P.M.	
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: A SECTION ON OUR WEB SITE IS DEVOTED TO THE DTV TRANSITION, AND PROVIDES INFORMATION AND LINKS ON THE COUPON PROGRAM, HOW TO WATCH DTV, UNC-TV'S DIGITAL CHANNELS, HOW TO SELECT A DTV SET, INFORMATION ON THE DTV CONVERTER BOX, AND CONTACT ADDRESSES TO GET FURTHER INFORMATION ON THE WEB, BY PHONE OR BY MAIL. THE WEBSITE INCLUDES INFORMATION ABOUT HOW TO REQUEST A DTV PRESENTATION FROM OUR UNC-TV SPEAKERS BUREAU.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: DURING THIS QUARTER, UNC-TV STAFF MADE FIVE PRESENTATIONS ABOUT THE DTV TRANSITION. JULY 1, 2008: SUNRISE ASSISTED LIVING AT NORTH HILLS, RALEIGH; 15-20 ATTENDEES AUGUST 5, 2008: JOLLY OLD YOUNGSTER, GARNER; 15-20 ATTENDEES. AUGUST 27, 2008: SWIFTER SENIOR GROUP, APEX; 30-70 ATTENDEES. SEPTEMBER 3, 2008: JOY CLUB OF NORTH RALEIGH, RALEIGH; 60-90 ATTENDEES. SEPTEMBER 24, 2008: YOUNG AT HEART CLUB, RALEIGH; 30-40 ATTENDEES.	
<input checked="" type="checkbox"/> Community Events Comments: DTV INFORMATION WAS PROVIDED AT THE NORTH CAROLINA MOUNTAIN STATE FAIR (SEPTEMBER 5-14 2008) TO HUNDREDS OF PEOPLE. THE READY TO LEARN STAFF PROVIDED HANDOUTS ON THE DIGITAL CONVERSION AT 11 COMMUNITY EVENTS, TRAINING 3,904 ADULTS.	
<input checked="" type="checkbox"/> Other (describe) Comments: DTV INFORMATION WAS PROVIDED BY UNC-TV'S READY TO LEARN STAFF AT 9 WORKSHOPS DURING THE THIRD QUARTER 2008 ATTENDED BY 250 ADULTS. A DTV PRESENTATION WAS PROVIDED IN AUGUST AT THE 2008 BASIC SKILLS AND FAMILY LITERACY CONFERENCE IN WINSTON-SALEM, NC. DTV FLYERS WERE INCLUDED IN 184 THANK YOU LETTERS SENT TO VOLUNTEERS AND TO 10 GROUPS TOTALING 154 PEOPLE TOURING UNC-TV.	

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 ASSISTANT GENERAL MANAGER
Signature CARL DAVIS	Date (mm/dd/yyyy) 10/06/2008

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.