

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>			FOR COMMISSION USE ONLY FILE NO. -20090409AAH
Licensee UNIVERSITY OF NORTH CAROLINA			
Call Sign WUNC-TV	Facility Id 69080		Previous Call Sign (if applicable)
Community of License			
City CHAPEL HILL	State NC	County ORANGE	Zip Code 27516 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLE)	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	4		
<input checked="" type="checkbox"/> Digital	59		
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
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>Application Purpose:</b>			
<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 June 12, 2009.

Total number of 30 Minute Informational Programs   1

Comments:  
UNC-TV PRODUCED AND BROADCAST A ONE-HOUR DTV INFORMATIONAL PROGRAM IN THIS QUARTER. SEE BELOW.

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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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
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Comments:  
 "DIGITAL TV: ARE YOU GETTING IT?," A LIVE CALL-IN PROGRAM ABOUT THE TRANSITION, AIRED ON JANUARY 7, FROM 8 P.M. TO 9 P.M. WITH 646 TOTAL CALLS RECEIVED AND ANSWERED. DURING THIS PROGRAM, A SOFT ANALOG TURN OFF TEST WAS DONE, AND 69 CALLS FROM VIEWERS UNPREPARED FOR THE END OF ANALOG WERE RECEIVED, AND ANSWERED. THIS PROGRAM ALSO ADDRESSED DTV COUPONS AND INFORMATION RESOURCES, THE STATION'S DIGITAL PROGRAMMING, INSTALLATION OF DIGITAL BOXES AND ANTENNA ISSUES. IN ADDITION, A SEGMENT ON "DTV HOW TO" AIRED ON UNC-TV'S "NORTH CAROLINA NOW" SERIES ON WEDNESDAY, JANUARY 7, AT 7:30 P.M. THIS 5 MINUTE, 53 SECOND STORY FOLLOWS UNC-TV ENGINEERS AS THEY PROVIDE A SERVICE OF HELPING THOSE WHO ARE UNSURE OF HOW TO CONNECT THEIR DIGITAL CONVERTER BOX TO THEIR ANALOG TELEVISION SET.

**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
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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
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Comments:  
 A PORTION OF OUR WEBSITE IS DEVOTED TO THE DTV TRANSITION, AND PROVIDES INFORMATION AND LINKS ON THE DTV COUPON PROGRAM, HOW TO WATCH DTV, UNC-TV'S DIGITAL CHANNELS, HOW TO SELECT A DTV SET, INFORMATION ON THE DTV CONVERTER BOX AND ON DTV ANTENNAS, A DTV GLOSSARY, STREAMING VIDEO FROM OUR DTV: ARE YOU GETTING IT SHOWS, A DTV TRANSITION QUIZ TO FIND OUT IF YOU ARE PREPARED FOR THE TRANSITION, A DTV BLOG AND CONTACT INFORMATION TO GET FURTHER HELP.

**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:  
 DURING FIRST QUARTER 2009, UNC-TV PERSONNEL PARTICIPATED IN THE FOLLOWING DTV TRANSITION SPEAKING ENGAGEMENTS:  
 BOONE KIWANIS & ROTARY CLUBS, BOONE, NC, JANUARY 13, 2009, 35 PEOPLE;  
 PARKWOOD LIBRARY, DURHAM, NC, JANUARY 13, 2009, 35 PEOPLE; SOUTH GRANVILLE COUNTY SENIOR CENTER, JANUARY 26, 2009, 20 PEOPLE; ROTARY CLUB OF BOONE SUNRISE, FEBRUARY 3, 2009, 30 PEOPLE;  
 39ERS CLUBS OF FIRST BAPTIST CHURCH, RALEIGH, NC, MARCH 12, 2009, 35 PEOPLE;  
 HENDERSON ROTARY CLUB, MARCH 31, 2009, 35 PEOPLE.

Community Events

Comments:  
 DURING FIRST QUARTER 2009, UNC-TV PARTICIPATED IN THE FOLLOWING COMMUNITY EVENTS:  
 DTV TRANSITION INFORMATION WAS PRESENTED TO 35 PARTICIPANTS AT UNC-TV'S EDUCATION TRAINING INSTITUTE ON JANUARY 22, 2009. DTV TRANSITION INFORMATION ALSO WAS PRESENTED TO FIVE PARTICIPANTS AT A NORTH CAROLINA COMMUNITY COLLEGE ADULT LEARNING CONFERENCE HELD FEBRUARY 17 - 19 IN RALEIGH, NC. AT THIS CONFERENCE, DTV TRANSITION INFORMATION ALSO WAS DISTRIBUTED TO 150 CONFERENCE PARTICIPANTS WHO VISITED THE UNC-TV EXHIBIT BOOTH. DTV TRANSITION INFORMATION WAS PROVIDED TO 59 WORKSHOP PARTICIPANTS IN CHAPEL HILL, NC; 170 WORSHIP PARTICIPANTS IN DURHAM, NC; AND 28 WORKSHOP PARTICIPANTS AT UNC-TV.

Other (describe)

**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) 04/06/2009

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).

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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](mailto: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.

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