

# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 930495**

**Description: WUNC-TV 2Q 09 FORM 388 - AMENDED**  
**Application Reference Number: 20090709ABB**  
**Successfully filed at Jul 10 2009 10:34AM**

**Based on the information supplied, no fee is required.**

[Menu](#)

[Logout](#)

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090709ABB	
Licensee UNIVERSITY OF NORTH CAROLINA					
Call Sign WUNC-TV		Facility Id 69080		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
CHAPEL HILL		NC	ORANGE		27516 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLL)		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: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, Complete Section E					
<b>Simulcasting:</b>					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
Application Purpose:					
<input type="radio"/> DTV Education Report					
<input checked="" type="radio"/> Amendment		File Number BDEREDT-20090709ABB			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. THE AMENDMENT IS TO CORRECT THE CALENDAR QUARTER IDENTIFIED AT THE BEGINNING OF THE REPORT. WHEN FILED INITIALLY THE REPORT ERRONEOUSLY STATES: "REPORT REFLECTS INFORMATION FOR QUARTER ENDING: 06/30/2008." IN FACT, THE REPORT COVERS THE QUARTER ENDING 06/30/2009.					

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>30 Minute Educational Programs - Last Quarter</b>	
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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..	
Total number of 30 Minute Informational Programs	1
Comments: "DIGITAL TV: ARE YOU GETTING IT?" AIRED ON THURSDAY, MAY 28, 10:30 P.M. TO 11 P.M. THIS PROGRAM INCLUDED INFORMATION ON ANTENNAS, THE REQUIRED LIST OF DATES WHEN ALL STATIONS IN OUR MARKETS WOULD TURN OFF ANALOG, AND INFORMATION ON DIGITAL BOXES, DTV COUPONS, AND FCC HELP DESK PHONE NUMBERS.	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION'S NOTICES WERE A COMBINATION OF NAB PSAS AND LOCALLY-PRODUCED MESSAGES.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: "DTV HOW-TO" SEGMENT AIRED ON NC NOW AT 7:30 P.M. ON 6/10/09; "ANALOG TV" SEGMENT AIRED ON NC NOW AT 7:30 P.M. ON 6/11/09; SOFT TESTS WERE CONDUCTED ON 4/14/09 AT 19:29 - 20:32 P.M., AND 5/21/09 AT 7:25-7:30 A.M., 12:25-12:30 P.M., AND 6:25-6:30 P.M.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: UNC-TV'S HOME PAGE HAS A NOTICE ABOUT WUNC-TV ANTENNA WORK THAT IS IMPACTING	

VIEWERSHIP. 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.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: SPEECHES TO THESE GROUPS COVERED THE DTV TRANSITION: APRIL 7TH - BOONE ROTARY; MAY 5TH - SALISBURY ROTARY; MAY 12TH - WALLACE ROTARY; JUNE 11TH - ROTARY CLUB OF MADISON CO.; JUNE 18TH - ROTARY CLUB OF CABARRUS CO.	
<input checked="" type="checkbox"/> Community Events Comments: DTV INFORMATION WAS GIVEN TO 343 PEOPLE AT CYBERCHASE WEATHER WATCHER EVENT ON APRIL 18TH IN RALEIGH, AND TO 18 PEOPLE AT EASTWAY/BURTON TEACHER APPRECIATION DINNER ON MAY 14TH IN DURHAM.	
<input checked="" type="checkbox"/> Other (describe) Comments: 62 CALLS ABOUT DTV ISSUES HAVE BEEN HANDLED BY OUR CUSTOMER CARE STAFF BETWEEN APRIL AND JUNE 12TH. JUNE 12TH - JUNE 30TH CALLS ARE NOTED IN SECTION E.	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments:	

**Section E (Service Loss Notices)**

This section should only be completed by a station if the FCC's Signal Loss Report, available on <a href="http://www.dtv.gov">http://www.dtv.gov</a> , predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.	
A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones. Did your station run these notices, in addition to any other consumer education efforts required by these rules?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION AIRED LENGTHY NOTICES PRODUCED IN-HOUSE, WHICH INCLUDED ADVICE TO VIEWERS ABOUT WHICH OTHER UNC-TV NETWORK STATIONS MAY BE AVAILABLE FOR VIEWER RECEPTION. IN RESPONSE TO THESE SPOTS AND DIGITAL RECEPTION ISSUES FOR WUNC-TV, UNC-TV STAFF RESPONDED TO 790 CALLS, 143 E-MAILS AND ONE LETTER BETWEEN JUNE 13TH AND JUNE 30TH.	

**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) 07/10/2009

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-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.**

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)		FOR FCC USE ONLY	
<b>FCC 388</b> <b>DTV Quarterly Activity Station Report</b>				FOR COMMISSION USE ONLY FILE NO. -20090709ABB	
Licensee UNIVERSITY OF NORTH CAROLINA					
Call Sign WUNC-TV		Facility Id 69080		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
CHAPEL HILL		NC	ORANGE		27516 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLL)		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: 06/30/2009					
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, if you have fully complied with the requirements of the selected option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:					
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, Complete Section E					
<b>Simulcasting:</b>					
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.					
<b>Application Purpose:</b>					
<input type="radio"/> DTV Education Report					
<input checked="" type="radio"/> Amendment		File Number BDEREDT-20090709ABB			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. THE AMENDMENT IS TO CORRECT THE CALENDAR QUARTER IDENTIFIED AT THE BEGINNING OF THE REPORT. WHEN FILED INITIALLY THE REPORT ERRONEOUSLY STATES: "REPORT REFLECTS INFORMATION FOR QUARTER ENDING: 06/30/2008." IN FACT, THE REPORT COVERS THE QUARTER ENDING 06/30/2009.					

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?	<input checked="" type="radio"/> Yes <input type="radio"/> No
<b>30 Minute Educational Programs - Last Quarter</b>	
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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details)..	
Total number of 30 Minute Informational Programs	1
Comments: "DIGITAL TV: ARE YOU GETTING IT?" AIRED ON THURSDAY, MAY 28, 10:30 P.M. TO 11 P.M. THIS PROGRAM INCLUDED INFORMATION ON ANTENNAS, THE REQUIRED LIST OF DATES WHEN ALL STATIONS IN OUR MARKETS WOULD TURN OFF ANALOG, AND INFORMATION ON DIGITAL BOXES, DTV COUPONS, AND FCC HELP DESK PHONE NUMBERS.	

**Mandatory Daily Notices - Last Quarter**

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION'S NOTICES WERE A COMBINATION OF NAB PSAS AND LOCALLY-PRODUCED MESSAGES.	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: "DTV HOW-TO" SEGMENT AIRED ON NC NOW AT 7:30 P.M. ON 6/10/09; "ANALOG TV" SEGMENT AIRED ON NC NOW AT 7:30 P.M. ON 6/11/09; SOFT TESTS WERE CONDUCTED ON 4/14/09 AT 19:29 - 20:32 P.M., AND 5/21/09 AT 7:25-7:30 A.M., 12:25-12:30 P.M., AND 6:25-6:30 P.M.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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: UNC-TV'S HOME PAGE HAS A NOTICE ABOUT WUNC-TV ANTENNA WORK THAT IS IMPACTING	

VIEWERSHIP. 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.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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: SPEECHES TO THESE GROUPS COVERED THE DTV TRANSITION: APRIL 7TH - BOONE ROTARY; MAY 5TH - SALISBURY ROTARY; MAY 12TH - WALLACE ROTARY; JUNE 11TH - ROTARY CLUB OF MADISON CO.; JUNE 18TH - ROTARY CLUB OF CABARRUS CO.
<input checked="" type="checkbox"/> Community Events	Comments: DTV INFORMATION WAS GIVEN TO 343 PEOPLE AT CYBERCHASE WEATHER WATCHER EVENT ON APRIL 18TH IN RALEIGH, AND TO 18 PEOPLE AT EASTWAY/BURTON TEACHER APPRECIATION DINNER ON MAY 14TH IN DURHAM.
<input checked="" type="checkbox"/> Other (describe)	Comments: 62 CALLS ABOUT DTV ISSUES HAVE BEEN HANDLED BY OUR CUSTOMER CARE STAFF BETWEEN APRIL AND JUNE 12TH. JUNE 12TH - JUNE 30TH CALLS ARE NOTED IN SECTION E.
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments:	

**Section E (Service Loss Notices)**

This section should only be completed by a station if the FCC's Signal Loss Report, available on <a href="http://www.dtv.gov">http://www.dtv.gov</a> , predicts that 2 percent or more of the population in that station's Grade B analog service contour will not receive that station's digital signal (See 47 C.F.R. § 73.674(b)(5) for additional details). "Phased transition" stations are exempt from this requirement unless their full authorized facility is predicted to experience this 2 percent or greater loss.	
A station that will experience a substantial service loss when transitioning from analog to digital must air service loss notices, of no fewer than 30 seconds, daily between 8 a.m. and 11:35 p.m. At least three service loss notices per week must air between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones. Did your station run these notices, in addition to any other consumer education efforts required by these rules?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: THE STATION AIRED LENGTHY NOTICES PRODUCED IN-HOUSE, WHICH INCLUDED ADVICE TO VIEWERS ABOUT WHICH OTHER UNC-TV NETWORK STATIONS MAY BE AVAILABLE FOR VIEWER RECEPTION. IN RESPONSE TO THESE SPOTS AND DIGITAL RECEPTION ISSUES FOR WUNC-TV, UNC-TV STAFF RESPONDED TO 790 CALLS, 143 E-MAILS AND ONE LETTER BETWEEN JUNE 13TH AND JUNE 30TH.	

**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) 07/10/2009

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-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.**