

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. -20080708AIX	
Licensee UNIVERSITY OF NORTH CAROLINA					
Call Sign WUNU		Facility Id 69416		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
LUMBERTON		NC	ROBESON		28384 -
Nielsen DMA MYRTLE BEACH-FLORENCE		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	31				
<input checked="" type="checkbox"/> Digital	25				
Report reflects information for quarter ending: 06/30/2008					
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?	<input checked="" type="radio"/> Yes <input type="radio"/> 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 1	

Comments:

UNC-TV AIRED "DTV 411", A HALF-HOUR PROGRAM WITH DETAILS ABOUT THE ANALOG-TO-DIGITAL TELEVISION TRANSITION HAPPENING IN FEBRUARY 2009, THREE TIMES DURING THIS QUARTER: ON SUNDAY, APRIL 20, AT 10:37 P.M., ON WEDNESDAY, JUNE 4, AT 2:00 A.M., AND ON FRIDAY, JUNE 27, AT 3:30 A.M. BECAUSE TWO OF THESE BROADCASTS FELL OUTSIDE THE 8A.M.-11:35P.M. WINDOW, THE STATION HAS ENTERED A "1" IN THE BOX ABOVE."

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: UNC-TV PRODUCED A LIVE, 60-MINUTE PROGRAM ON JUNE 3, FROM 8 P.M. TO 9 PM., PROVIDING DTV INFORMATION AND ANSWERING VIEWER QUESTIONS ON THE AIR AND OVER PHONES IN OUR STUDIO. WE RECEIVED AND ANSWERED 222 CALLS DURING THIS HOUR, WITH MANY QUESTIONS ON RECEPTION AND ANTENNAS. ALSO, A 5:55 FEATURE STORY ON THE WILMINGTON, NC, EARLY TRANSITION AIRED ON OUR "NC NOW" PROGRAM ON 6/4/08. "NC NOW" RUNS FROM 7:30 P.M. TO 8 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 RELATING TO THE CONVERTER BOX COUPON PROGRAM, HOW TO WATCH DTV, SPECIFIC INFORMATION ABOUT 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 ALSO FACILITATES THE PROCESS BY WHICH PEOPLE CAN A DTV SPEAKING ENGAGEMENT 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, 7 SPEECHES WERE MADE ON THE DTV TRANSITION TO APPROXIMATELY 150 PERSONS.	
<input checked="" type="checkbox"/> Community Events	
Comments: DTV FLYERS WERE GIVEN TO 44 PEOPLE ATTENDING THE ENGINEERING FOR THE FUTURE DESIGN SQUAD EVENT IN RALEIGH, NC, ON APRIL 5, AND 34 PEOPLE ATTENDING THE 2008 READ-A-ROO'S BIRTHDAY BASH. (READ-A-ROO IS OUR MASCOT.)	
<input checked="" type="checkbox"/> Other (describe)	
Comments: DTV INFORMATION WAS PROVIDED BY UNC-TV'S READY TO LEARN STAFF AT 43 WORKSHOPS	

ATTENDED BY 1,831 ADULTS. A DTV PRESENTATION WAS PROVIDED TO A TRAIN THE TRAINERS SUMMER INSTITUTE ATTENDED BY 25 PEOPLE ON JUNE 18. DTV FLYERS WERE INCLUDED IN 1879 THANK YOU LETTERS SENT TO CONTRIBUTORS, AND WERE GIVEN TO 11 TOUR GROUPS TOTALING 165 PEOPLE. UNC-TV HAS RUN A DTV TRANSITION AD IN SEVEN LOCAL MAGAZINES DURING THIS QUARTER.

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 W. DAVIS	Date (mm/dd/yyyy) 07/07/2008

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.