

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-20090107ACZ
Licensee UNIVERSITY OF NORTH CAROLINA			
Call Sign WUNU	Facility Id 69416		Previous Call Sign (if applicable)
Community of License			
City LUMBERTON	State NC	County ROBESON	Zip Code 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: 12/31/2008			
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 3

Comments:
"GET READY FOR DTV" AIRED ON TUESDAY, NOVEMBER 11, AT 10:30 - 11:00 P.M. AND ALSO AIRED ON MONDAY, NOVEMBER 17, AT 10:30 - 11:00 A.M. IN THIS PROGRAM "THIS OLD HOUSE" STARS KEVIN AND NORM ANSWER QUESTIONS ABOUT DIGITAL CONVERTER BOXES, DTV AND HDTV. ALSO, "NORTH CAROLINA NOW," UNC-TV'S NIGHTLY NEWS MAGAZINE SERIES, AIRED A HALF-HOUR PROGRAM ABOUT THE DTV TRANSITION ON FRIDAY,, DECEMBER 12, FROM 7:30 - 8 P.M. THIS PROGRAM INCLUDED A DTV OVERVIEW OF THE COUPON PROGRAM, INFORMATION RESOURCES AVAILABLE THROUGH UNC-TV, AN EXCERPT FROM AN INTERVIEW WITH FCC CHAIRMAN KEVIN MARTIN ABOUT THE FCC'S ROLE IN INFORMING THE PUBLIC ABOUT THE ANALOG TURN OFF, AND A DTV PANEL DISCUSSION WITH BROADCASTERS OFFERING ADVICE TO VIEWERS ON WHAT TO EXPECT

LEADING UP TO FEBRUARY 17, 2009.

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: "DIGITAL TV: ARE YOU GETTING IT?" IS A LIVE CALL-IN PROGRAM ABOUT THE DTV TRANSITION. IT AIRED ON OCTOBER 29, FROM 8 P.M. TO 9 P.M. WITH 644 CALLS RECEIVED AND ANSWERED, AND ON NOVEMBER 10, FROM 9 P.M. TO 10 P.M. WITH 609 CALLS AND 38 EMAILS RECEIVED AND ANSWERED. THESE PROGRAMS ADDRESSED DTV COUPONS AND INFORMATION RESOURCES, UNC-TV'S DIGITAL PROGRAMMING, INSTALLATION OF DIGITAL CONVERTER BOXES, AND ANTENNA ISSUES.	
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 PORTION OF UNC-TV'S WEBSITE (WWW.UNCTV.ORG/UNCTVDTV/) IS DEVOTED TO THE DTV TRANSITION, AND PROVIDES COMPREHENSIVE, MULTIMEDIA, INTERACTIVE 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, DTV FAQ'S, STREAMING VIDEO FROM UNC-TV'S "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.	
<input checked="" type="checkbox"/> Speaking Engagements	
Comments: DURING THIS QUARTER, UNC-TV STAFF MADE MORE THAN 10 PRESENTATIONS ABOUT THE DTV TRANSITION: OCTOBER 6, 2008 WARREN COUNTY SENIOR CENTER - 20 PEOPLE OCTOBER 17, 2008 ORANGE COUNTY DEPARTMENT ON AGING - 20 PEOPLE OCTOBER 23, 2008 CHARLOTTE KIWANIS CLUB-30 PEOPLE OCTOBER 28, 2008 PERSON COUNTY COUNCIL ON AGING-25 PEOPLE NOVEMBER 8, 2008 CUMBERLAND COUNTY LIBRARIES--VARIOUS NOVEMBER 12,2008 CAROLINA RECYCLING ASSOCIATION WORKSHOP-30 PEOPLE NOVEMBER 18, 2008 GRANVILLE COUNTY SENIOR CENTER-20 PEOPLE NOVEMBER 18, 2008 ROCKWELL CIVITAN CLUB-30 PEOPLE DECEMBER 3, 2008 JJ HENDERSON SENIOR TOWERS--20 PEOPLE DECEMBER 9, 2008 SANFORD ROTARY CLUB-20 PEOPLE	
<input checked="" type="checkbox"/> Community Events	
Comments: APPROXIMATELY 2500 DTV FLYERS WERE DISTRIBUTED AT THE UNC-TV TENTS AT THE NC STATE FAIR IN RALEIGH, OCT. 16-26. APPROXIMATELY 600 DTV FLYERS WERE DISTRIBUTED ON NOV. 9 AND 18 AT BURTON AND EASTWAY ELEMENTARY SCHOOLS IN DURHAM, THROUGH OUR CONNECTING LITERACY PROJECT. APPROXIMATELY 50 FLYERS WERE DISTRIBUTED AT OUR READING RAINBOW YOUNG WRITERS & ILLUSTRATORS EVENT IN GREENSBORO ON NOV. 8. APPROXIMATELY 2,500 EDUCATORS HAVE RECEIVED DTV INFORMATION IN A WEB SITE AND E-BLAST SENT OUT DEC. 1 FOR OUR EDUCATION AND TECHNOLOGY INSTITUTE. APPROXIMATELY 120 DTV FLYERS WERE PROVIDED TO WORKSHOP PARTICIPANTS IN RALEIGH ON NOV. 18 AND DEC. 1. DTV INFORMATION HAS BEEN SENT TO ADMINISTRATORS IN ALL 115 PUBLIC SCHOOL DISTRICTS IN NORTH CAROLINA.	

Other (describe)

Comments:

LETTERS ABOUT THE DTV TRANSITION WERE SENT TO ALL 170 NORTH CAROLINA LEGISLATORS AND TO OUR 15 MEMBERS OF CONGRESS. DTV INFORMATION HAS GONE OUT TO 1,000 VOLUNTEERS DURING THIS QUARTER, AND DTV NOTICES ALSO HAVE GONE OUT TO APPROXIMATELY 150,000 PEOPLE IN ALL CONTRIBUTION RENEWAL LETTERS AND CONTRIBUTION ACKNOWLEDGEMENT PACKAGES IN 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 DAVIS	Date (mm/dd/yyyy) 01/07/2009

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.