

RECEIVED APR 10 2012



Federal Communications Commission
Enforcement Bureau
1457 Mt. Pleasant Road, Suite 113
Chesapeake, Virginia 23322
Fax: 757-546-1357

April 5, 2012

File No.: EB-FIELDSCR-12- 00001517

North Carolina License Holdings, Inc.
WCTI-TV
675 Third Avenue
Suite 2521
New York, New York 10017

This Office has received information that on August 8, 2011, North Carolina License Holdings, Inc., licensee of Station WCTI-TV in New Bern, North Carolina, transmitted programming which played the tones from an Emergency Alert System (EAS) test as part of advertisements for furniture and insurance companies. In reference to this matter, this letter serves as official notification of the penalties associated with violating Commission Rules.

Pursuant to Section 11.45 of the Commission's Rules, 47 C.F.R. § 11.45, no person may transmit or cause to transmit the EAS codes or Attention Signal, or a recording or simulation thereof, in any circumstance other than in an actual National, State or Local Area emergency or authorized test of the EAS. Therefore, transmission of the EAS tones in an advertisement would constitute a violation of the Commission's rules and could subject the violator to significant enforcement action.

A response to this advisory is not necessary provided you ensure that your system complies with Commission's rules regarding the proper use of EAS tones and notifications.

Federal Communications Commission

A handwritten signature in black ink, appearing to read "Luther Bolden".

Luther Bolden
Resident Agent