



A Unit of the University of Georgia Office of Public Affairs
120 Hooper Street Athens, GA 30602

April 3, 2012

via email

Northland Communications
101 Stewart St. Suite 700
Seattle, WA 98101
Attn: Paul Milan,
Vice President and General Counsel

Dear Mr. Milan:

In response to your letter of April 1, 2012, seeking retransmission consent from us with respect to the carriage of the DTV signal of our Station WUGA-TV, Toccoa, GA on your cable system at Toccoa and Royston, GA in the Greenville-Spartanburg DMA, please be advised that, under Section 325(b)(2)(A) of the Communications Act, as amended by the 1992 Cable Act, retransmission consent is not required for the carriage of the signal of noncommercial educational stations, including stations such as Station WUGA-TV.

In view of the foregoing, there is no basis for us to sign a retransmission consent agreement as suggested in your letter. We are, however, pleased that your system will carry Station WUGA-TV's signal, and we look forward to a continuing cooperative relationship between us.

Please let us know if you have any questions.

Sincerely,

Jimmy Sanders
Director of TV & Radio
University of Georgia



A Unit of the University of Georgia Office of Public Affairs
120 Hooper Street Athens, GA 30602

September 30, 2011

VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Mr. Lee Johnson
Northland Communications
PO Box 407
Statesboro, GA 30459

Re: Notice of New DMA
Mandatory Carriage Election
WUGA-TV, Toccoa, Georgia

Dear Mr. Johnson:

We write to re-introduce you to the University of Georgia's new Noncommercial Educational Television Station, WUGA-TV. The station is licensed to Toccoa, Georgia, and has its main studio and offices here on UGA's campus.

WUGA-TV began broadcasting in 1984 as WNEG-TV and operated as both a commercial independent station and a CBS affiliate between 1984 and 2008. In 2008, the University of Georgia acquired the station, and, last year, the station announced its partnership with Georgia Public Broadcasting. This year, the station successfully modified its broadcast license to reflect its new noncommercial status, began using the call letters "WUGA" to reflect its association with the University of Georgia, and became the only station in Georgia to broadcast PBS World programming on its primary digital stream.

Earlier this year, Nielsen assigned the station to the Atlanta DMA. Nielsen's decision reflected marketplace realities. First, the University of Georgia is located in Athens, and our main studio is located on the University's campus. As you may know, UGA and Athens play an important role in the Atlanta community. Second, our signal primarily covers the Atlanta market rather than North or South Carolina. Third, our programming and local outreach all focus on the Atlanta community rather than the Carolinas. For example, WUGA-TV will begin local news updates this fall and is currently airing student produced UGA Newsource. Historical documentaries such as the recent story of the rebirth of the Georgia Theatre, the bi-weekly program Public Health Impact (in cooperation with the UGA college of Public health), It's Friday (featuring live Athens area musical groups) and local symphony performances are also part of the program schedule. Selected sporting events from colleges in the region beginning in 2012 round out a platform of public service, information, entertainment and sports programming serving the important Northeast Georgia segment of the Atlanta DMA.

SENDER: COMPLETE THIS SECTION

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece, or on the front if space permits.

1. Article Addressed to:

Mr. Lee Johnson
Northland Communications
PO Box 407
Statesboro, GA 30459

2. Article Number 7010 1670 0000 2519 8641
(Transfer from service label)

PS Form 3811, February 2004

Domestic Return Receipt

102595-02-M-1540

COMPLETE THIS SECTION ON DELIVERY

A. Signature *Azure McDaniel* Agent Addressee

B. Received by (Printed Name) *Azure McDaniel* C. Date of Delivery *OCT 7 2011*

D. Is delivery address different from item 1? Yes No
If YES, enter delivery address below:

3. Service Type
 Certified Mail Express Mail
 Registered Return Receipt for Merchandise
 Insured Mail C.O.D.

4. Restricted Delivery? (Extra Fee) Yes

7010 1670 0000 2519 8641

Sent to
 Street, Apt. No.,
 or PO Box No. PO Box 407
 City, State, Zip+4
Statesboro, GA 30459
 PS Form 3800, Aug 2006
 See Reverse for Instructions

Postage	\$
Certified Fee	
Return Receipt Fee (Endorsement Required)	
Restricted Delivery Fee (Endorsement Required)	
Total Postage & Fees	\$ 5.59



U.S. Postal Service™
CERTIFIED MAIL
 (Domestic Mail Only; No Ins)
OFFICIAL USE
 For delivery information visit our website at www.usps.com
 Return to: WUGA-TV
 120 HOOPER STREET
 ATHENS, GA 30602
 104 JOURNALISM

Jimmy Sanders
 Director of TV and Radio

Sincerely,

Please contact me to discuss our request for continued carriage in the Atlanta DMA, or if you have any other questions about WUGA-TV. You may reach me at The University of Georgia, 120 Hooper Street, Athens, GA 30602, or at 706-244-2079. Thank you in advance for your cooperation and assistance.

We will not have the ability to enforce must-carry rights in the Atlanta DMA until the 2015-17 carriage cycle. Thus, to continue carriage of WUGA-TV on Northland's systems in Rabun County during the 2012-14 carriage cycle, Northland and UGA will need to enter into a written retransmission consent agreement to comply with FCC requirements. We propose to simply extend the station's on the same terms by which Northland carries the station today.



July 18, 2011

Mr. Jimmy Sanders
Director of TV and Radio
WUGA-TV WUGA-FM
The University of Georgia
120 Hooper Street
Athens, GA 30602

Dear Mr. Sanders,

Thank you for submitting your petition and supporting documentation requesting that Nielsen change its Market of Origin (MMO) assignment for WUGA-TV having a FCC-assigned Community-of-License of Toccoa GA. Specifically, you have requested that Nielsen change WUGA-TV's MOO to the Atlanta GA DMA region from the current Greenville-Spartanburg-Asheville-Anderson DMA region.

Your petition has been reviewed and is approved. Consequently, WUGA-TV will be assigned to the Atlanta GA DMA region as its MOO, and reported as a local station in the Atlanta DMA Region effective with the 2011-2012 Television Season. WUGA-TV audience reportability will be based on local broadcast station reportability standards as described on page 4.13 of the 2010-2011 Local Reference Supplement.

My thanks to both you and Greg Stone for providing me with requested documents in a timely manner.

Should you or Greg have any questions regarding your new Market of Origin or reporting in the Atlanta GA DMA region please do not hesitate to contact me.

Best wishes for continued success.

Sincerely,

A handwritten signature in black ink that reads "Robert S. Paine".

Robert S. Paine
Nielsen
Vice President, Local Television Policy
770 Broadway
New York, NY 10003
646-654-8804

cc: Greg Stone - Greg Stone Media Consulting
Lisa Schmidt - Nielsen