



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

September 12, 2011

VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Comcast Cable
Attn: Mr. Michael Nissenblatt, VP Broadcaster Relations
One Comcast Center
1701 John F. Kennedy Blvd.
Philadelphia, PA 19103-2838

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

Dear Mr. Nissenblatt:

Pursuant to the Rules and Regulations of the Federal Communications Commission, the University of Georgia hereby notifies you of its formal request for mandatory carriage of the digital signal of Noncommercial Educational Television Station WUGA-TV, Toccoa, Georgia, on any and all cable systems owned and/or operated by your company in the station's "television market" (as defined by FCC rules), including without limitation those served by the headends listed in Attachment A. WUGA-TV does not substantially duplicate the primary channel programming of any other television station in either DMA.

In the 2009-10 Nielsen Station Index, Nielsen Media Research assigned WUGA-TV to the Greenville-Spartanburg-Asheville-Anderson DMA. In July 2011, however, Nielsen re-assigned WUGA-TV to the Atlanta DMA in light of the station's actual service area and its close nexus with the University of Georgia, which is based in nearby Athens. Please see the letter attached as Attachment B.

The licensee of WUGA-TV recognizes that it will not have the ability to enforce must-carry rights in the Atlanta DMA until the 2015-17 carriage cycle, when the applicable NSI reflects WUGA-TV's assignment to the Atlanta DMA. Nevertheless, at this time, we would like to discuss with you carriage of WUGA-TV throughout the eastern portion of the Atlanta DMA commencing as soon as possible.

To discuss our carriage request for the Atlanta DMA, or if you have any other questions about WUGA-TV, please contact 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.

Sincerely,

Jimmy Sanders
Director of TV and Radio

Attachments
cc by Certified mail: Comcast Cable
Attn: Mr. Abu Khan
105 River Shoals Pkwy
Augusta, GA 30909

WUGA-TV ATTACHMENT A

List of Cable Systems

<u>County</u>	<u>Communities</u>
Barrow	Auburn, Bethlehem, Statham, Winder

SENDER: COMPLETE THIS SECTION	
<p>1. Article Addressed to:</p> <p><i>Comcast Cable</i> <i>One Comcast Center</i> <i>1701 JFK Blvd</i> <i>Philadelphia, PA 19103-2838</i></p>	
<p>2. Article Number 7010 1670 0000 2519 8610 <i>(Transfer from serv)</i></p> <p>PS Form 3811, February 2004 Domestic Return Receipt 102595-02-M-1540</p>	
COMPLETE THIS SECTION ON DELIVERY	
<p>A. Signature <i>Comcast Cable</i></p>	<p><input type="checkbox"/> Agent <input type="checkbox"/> Addressee</p>
<p>B. Received by (Printed Name) <i>Philippa P. ...</i></p>	<p>C. Date of Delivery <i>...</i></p>
<p>D. Is delivery address different from item 1? <input type="checkbox"/> Yes If YES, enter delivery address below: <input type="checkbox"/> No</p>	
<p>3. Service Type</p> <p><input checked="" type="checkbox"/> Certified Mail <input type="checkbox"/> Express Mail <input type="checkbox"/> Registered <input type="checkbox"/> Return Receipt for Merchandise <input type="checkbox"/> Insured Mail <input type="checkbox"/> C.O.D.</p>	
<p>4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes</p>	



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,

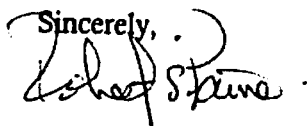
Thank you for submitting your petition and supporting documentation requesting that Nielsen change its Market of Origin (MMO) assignment for WUGA-TV having a FCC-assigned Community-of-License of Toccoa GA. Specifically, you have requested that Nielsen change WUGA-TV's MOO to the Atlanta GA DMA region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


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