



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

September 9, 2011

VIA CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Pam Hendrix
Windstream Communications
2000 Communications Blvd.
Baldwin, GA 30511

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

Dear Ms. Hendrix:

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

WUGA-TV ATTACHMENT A

List of Cable Systems

<u>County</u>	<u>Communities</u>
Banks	Homer, Baldwin, Maysville
Habersham	Cornelia, Demorest, Clarkesville, Mount Airy, Turnerville, Alto
Jackson	Braselton, Commerce, Hoschton, Jefferson, Nicholson, Pendergrass, Talmo
White	Cleveland, Helen, Sautee, Nacoochee
Lumpkin	Dahlonega
Union	Blairsville, Suches
Towns County	Hiawassee, Young Harris

7010 1670 0000 2519 8580

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For delivery information visit our website at www.usps.com

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

SEP 12 2011
Postmark Here
U.S. POSTAL SERVICE
G.M.F. PATHEM, GA 30507

Recd WGA TV

PS Form 3800, August 2006 See Reverse for Instructions

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:
 Pam Hendricks
 Windstream Communications
 2000 Communications Blvd.
 Baldwin, GA 30511

2. Article Number (Transfer from serv) 7010 1670 0000 2519 8580

PS Form 3811, February 2004 Domestic Return Receipt 102595-02-M-1540

COMPLETE THIS SECTION ON DELIVERY

A. Signature Agent
 X *J. Burden* Addressee

B. Received by (Printed Name) *J. Burden* C. Date of Delivery *9-13-11*

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

3. Service Type
 Certified Mail Express Mail
 Registered Return Receipt for Merchandise
 Insured Mail C.O.D.
 4. Restricted Delivery? (Extra Fee) Yes



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". The signature is written in a cursive style with a large initial "R" and "S".

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