

7010 1670 0000 2519 8634 (9/21/11)



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

September 21, 2011

**VIA CERTIFIED MAIL**  
**RETURN RECEIPT REQUESTED**

Charter Communications  
Attn: Regulatory Council  
12405 Powerscourt Drive  
St. Louis, Missouri 63131

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

Dear Sir or Madame:

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: Charter Communications  
Attn: Matt Favre  
1925 Breckinridge Plaza, Ste. 100  
Duluth, GA 30096

# WUGA-TV ATTACHMENT A

## List of Cable Systems

County	Communities
Clarke	Athens, Winterville
Hall	Flowery Branch, Gainesville, Chestnut Mountain, Clermont, Gillsville, Lula, Murryville, Oakwood
Madison	Danielsville, Carlton, Colbert, Comer, Hull, Ila
Oconee	Bishop, Bogart, Farmington, High Shoals, Watkinsville
Oglethorpe	Lexington, Arnoldsville, Crawford, Maxeys

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U.S. Postal Service  
**CERTIFIED MAIL**  
 Domestic Mail Only. No Insurance Coverage Permitted.

WUGA-TV  
 120 HOOPER STREET  
 ATHENS, GA 30602  
 104 JOURNALISM

For delivery information visit our website at [www.usps.com](http://www.usps.com)

OFFICIAL USE

Postage	\$
Certified Fee	
Return Receipt Fee (Endorsement Required)	
Restricted Delivery Fee (Endorsement Required)	
<b>Total Postage &amp; Fees</b>	<b>\$ 5.59</b>

WUGA ATHENS GA 30601  
 JUL 22 2011  
 USPS

Sent To  
 Charter Communications/Attn: Regulatory Council  
 Street, Apt. No. 12405 Powerscourt Dr  
 or PO Box No.  
 City, State, ZIP+4  
 St. Louis, Missouri 63131

PS Form 3800, August 2006 See Reverse for Instructions

**SENDER: COMPLETE THIS SECTION**

1. Article Addressed to:  
 Charter Communications  
 Attn: Regulatory Council  
 12405 Powerscourt Dr.  
 St. Louis, MO 63131

2. Article Number  
 (Transfer from service if PS Form 3811, February 2004) 7010 1670 0000 2519 8634  
 Domestic Return Receipt

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

4. Restricted Delivery? (Extra Fee)  Yes

5. 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.

**COMPLETE THIS SECTION ON DELIVERY**

A. Signature  
 X [Signature]  
 Agent  
 Addressee

B. Received by (Printed Name)  
 [Signature]  
 Date of Delivery

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

102585-02-34-15-10



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,

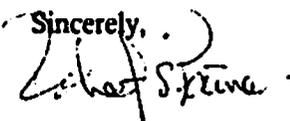
Thank you for submitting your petition and supporting documentation requesting that Nielsen change its Market of Origin (MMO) assignment for WUGA-TV having a FCC-assigned Community-of-License of Toccoa GA. Specifically, you have requested that Nielsen change WUGA-TV's MOO to the Atlanta GA DMA region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