Federal Communications Commission
Washington, D.C. 20554

Approved by OMB
3060-1115 (March 2008)

FOR FCC USE ONLY

FCC 388
DTV Quarterly Activity Station Report

FOR COMMISSION USE ONLY
FILE NO. -

Licensee
NORTHERN MICHIGAN UNIVERSITY BOARD OF TRUSTEES

Call Sign
WNMU

Facility Id
4318

Previous Call Sign (if applicable)

Community of License

City
MARQUETTE

State
MI

County
MARQUETTE

Zip Code
49855 -

Nielsen DMA
MARQUETTE

World Wide Web Home Page Address
WWW.WNMUTV.NMU.EDU

Licensee Renewal Expiration Date (mm/dd/yyyy)
10/01/2013

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

☑ Analog 13
☐ Digital

Report reflects information for quarter ending: 09/30/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?
☐ Option One (A and D) ☐ Option Two (B and D) ☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?
☐ Yes ☐ No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?
☐ Yes ☐ No

Application Purpose:

☐ DTV Education Report
☐ Amendment

File Number -

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?
☐ Yes ☐ No

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.
## Section D (For all broadcasters)

### Additional DTV On-air Initiatives - Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Comments:

ABCS OF HDTV, 12:30 9/1/2008, 16:30 8/27/2008

### Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
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</table>

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

Comments:

OUR LOCALLY-PRODUCED 30-MINUTE PROGRAM, "MEDIA MEET: DIGITAL CONVERSION," IS AVAILABLE FOR ONLINE VIEWING ON OUR STATION WEBSITE AND ON GOOGLE VIDEO. PROVIDED A DOWNLOADABLE PDF VERSION OF OUR DTV NEWSLETTER. PUBLISHED ONLINE DTV UPDATE ARTICLES IN JULY, AUGUST AND SEPTEMBER; PROVIDED AN FAQ WITH ANSWERS TO QUESTIONS ABOUT DTV. ALSO PROVIDE ANSWERS TO QUESTIONS FROM THE PUBLIC VIA EMAIL AT SPECIAL-PURPOSE EMAIL ADDRESS FOR DTV INFORMATION.

### Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

- **Speaking Engagements**

  Comments:

  PRESENTED ONE 30-MINUTE PROGRAM: 7/22/2008 - ROTARY CLUB, ESCANABA. PRESENTED ONE 60-MINUTE PROGRAM WITH FACILITY TOUR: 9/11/2008 - NORTHERN CENTER FOR LIFELONG LEARNING.

- **Community Events**

  Comments:

- **Other (describe)**

  Comments:

  Published DTV UPDATE ARTICLES IN PRINTED MEMBER GUIDE, JULY, AUGUST AND SEPTEMBER ISSUES. DISTRIBUTED PRINTED DTV NEWSLETTER VIA MAIL ON REQUEST, VIA DOWNLOAD.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:
Station Certification
I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

<table>
<thead>
<tr>
<th>Typed or Printed Name of Person Signing</th>
<th>Typed or Printed Title of Person Signing</th>
</tr>
</thead>
<tbody>
<tr>
<td>THERESA NEASE</td>
<td>SECRETARY OF BOARD OF TRUSTEES</td>
</tr>
</tbody>
</table>

Signature
THERESA NEASE

Date (mm/dd/yyyy)
10/09/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.