

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -	
Licensee NORTHERN MICHIGAN UNIVERSITY BOARD OF TRUSTEES			
Call Sign WNMU	Facility Id 4318	Previous Call Sign (if applicable)	
Community of License			
City	State	County	Zip Code
MARQUETTE	MI	MARQUETTE	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.)			
<input checked="" type="checkbox"/> Analog	13		
<input type="checkbox"/> Digital			
Report reflects information for quarter ending: 06/30/2008			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input type="radio"/> Option Two (B and D) <input checked="" type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?			<input type="radio"/> Yes <input checked="" type="radio"/> No
Simulcasting:			
Are you simulcasting on your Analog channel and your primary Digital stream?			<input type="radio"/> Yes <input checked="" type="radio"/> No
Application Purpose:			
<input checked="" type="radio"/> DTV Education Report			
<input type="radio"/> 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?	<input type="radio"/> Yes <input checked="" type="radio"/> 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.	

Total number of 30 Minute Informational Programs 3
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Comments:

ABCS OF HDTV, 16:30 4/24/2008, 13:30 5/2/2008, 14:30 5/8/2008.
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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.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
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 APRIL AND MAY; 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.	
<input checked="" type="checkbox"/> Speaking Engagements Comments: PRESENTED FIVE 30-MINUTE PROGRAMS: 4/7 - NOON ROTARY MARQUETTE; 4/17 - BREAKFAST ROTARY MARQUETTE; 5/20 - KIWANIS, IRON MOUNTAIN; 5/27 - NOON KIWANIS, MARQUETTE; 6/13 - MARESA. PRESENTED THREE 60-MINUTE PROGRAMS WITH FACILITY TOUR: 5/5 - NORTHERN MICHIGAN BANK BOARD OF DIRECTORS; 5/8 - WALTON CHARTER SCHOOL STUDENTS; 6/21 - NMU ALUMNI BOARD.	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: PUBLISHED DTV UPDATE ARTICLES IN PRINTED MEMBER GUIDE, APRIL AND MAY ISSUES. PUBLISHED PRINTED DTV NEWSLETTER DISTRIBUTED VIA MAIL ON REQUEST, AND DOWNLOADABLE ONLINE.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

IN AUDITING OUR BROADCAST SCHEDULE WE DISCOVERED THAT WE HAD NOT BEEN AIRING THE REQUIRED 120 MINUTES PER DAY OF ON-AIR CONSUMER EDUCATION SPOTS DURING MAY AND JUNE. OUR DEFICIENCY WAS A RESULT OF SCHEDULING STAFF NOT COMPLETELY UNDERSTANDING THE DAILY MINIMUM REQUIREMENT. WE ACTUALLY EXCEEDED THE REQUIREMENT FOR MINUTES PER MONTH BETWEEN 6 PM AND 12 AM. WE NOW HAVE A SYSTEM IN PLACE TO ENSURE THAT WE WILL BE COMPLIANT IN THE FUTURE.

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.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing SECRETARY OF BOARD OF TRUSTEES
Signature THERESA NEASE	Date (mm/dd/yyyy) 07/09/2008

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-PER, 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.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.