REQUEST FOR EXPEDITED PROCESSING

The University of North Carolina ("UNC-TV") respectfully requests expedited processing of this application for its digital translator station serving rural, isolated, and mountainous areas of western North Carolina. This request for expedited processing is predicated on the purpose of the power increase proposed in the application because the translator is part of a collaborative effort between and among UNC-TV, the Department of Public Instruction, and the William and Ida Friday Institute for Educational Innovation to minimize COVID-19's educational impact on all North Carolina students. As part of this effort (called the At-Home Learning Initiative[1] or "AHL"), UNC-TV is producing and distributing 192 PreK-5th grade teacher-generated lessons (96 Math, 96 Literacy) during the next phase of AHL. These standards-aligned lessons are aimed at early learners and will supplement broadcast and online educational content for all such students statewide. This content is exceedingly important especially in light of the pandemic's undetermined duration and the uncertainty of when in-person learning in certain school districts will resume.

This application is part of nine (9) translator upgrade projects (and one full-power station) each of which is part of UNC-TV's statewide public broadcasting network and each of which serves rural, isolated, and mountainous areas in the western part of the state. Expeditious grant of the CP requested in this application will allow UNC-TV to proceed with the ten projects so that all AHL programs will broadcast at a higher power level to reach more households. Each of these translator and transmitter sites will likely see a significant gain in student audience, which, in turn means that we expect to see a significant increase in the number of students able to access free, At-Home Learning content.[2]

Expedited processing of this application would be in the public interest because grant of the CP will allow UNC-TV to quickly deploy the equipment and personnel to the translator site before the start of the next phase of the AHL initiative in January 2021 and before the funding for the project expires.

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[1] More information about this critical initiative is available at https://www.unctv.org/unctv-at-home-learning/.

[2] More information about UNC-TV's overall mission, vision, and core values is available at https://www.unctv.org/about/.