

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. -20080710APM

Licensee
TELEVISION WISCONSIN, INC.

Call Sign WISC-TV	Facility Id 65143	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
MADISON	WI	DANE	53719 -

Nielsen DMA MADISON	World Wide Web Home Page Address CH3000.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2005
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	3	
<input checked="" type="checkbox"/> Digital	50	

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)?
 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:

<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 B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	344
Total 5:00 a.m. to 1:00 a.m. CSTs	282
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	94
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	135
Total 5:00 p.m. to 10:35 p.m. CSTs	88
Comments:	
WISC-TV RAN :15/:30 PSAS AND CRAWLS ALERTING VIEWERS THAT THEY NEED TO MAKE SURE THEY CAN RECEIVE A DIGITAL SIGNAL BY 2/17/09 OR THEY RISK LOSING THEIR FAVORITE CHANNELS. WISC-TV NOTIFIED VIEWERS OF THE DTV.ANSWERS.COM WEBSITE ALONG WITH THE STATION'S PHONE NUMBER TO ANSWER ANY QUESTIONS THEY MIGHT HAVE ON THE SWITCH TO ALL-DIGITAL BROADCASTING. WISC-TV ALSO PROVIDED INFORMATION ON HOW TO ACQUIRE A DTV CONVERTER BOX COUPON, PLUS INFORMATION ON TV ANTENNAS.	

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? 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	0
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Comments:

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

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.

Yes No

Comments:

ON MAY 5, 2008, WISC-TV'S CHIEF ENGINEER, LEONARD CHARLES, WAS A GUEST ON "LIVE AT FIVE," A NEWS PROGRAM BROADCAST BETWEEN 5:00 PM AND 5:30 PM, TO TALK ABOUT WHAT CHANNEL WISC-DT WILL BE ON AND WHAT SORT OF ANTENNA VIEWERS WILL NEED TO RECEIVE DIGITAL TRANSMISSIONS.

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

Does your station have a Website?

Yes 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.

Yes No

Comments:

INFORMATION ABOUT THE TRANSITION, PLUS WISC-TV'S FIRST QUARTERLY REPORT.

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:

 Community Events

Comments:

 Other (describe)

Comments:

WISC-TV'S CHIEF ENGINEER, LEONARD CHARLES, APPEARED ON WTDY RADIO FROM 7:00 PM TO 8:00 PM ON JUNE 14, 2008, TO TALK ABOUT THE DTV CONVERSION.

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

Comments:

"CBS THIS MORNING," WHICH AIRS MONDAYS THROUGH FRIDAYS FROM 7:00 AM TO 9:00 AM, HAD NUMEROUS MENTIONS BY THEIR TALENT ALERTING VIEWERS TO THE TRANSITION THROUGHOUT THE QUARTER.

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

DIRECTOR OF PROGRAM OPERATIONS

Signature

JILL SOMMERS

Date (mm/dd/yyyy)

07/03/2008

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).

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