

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 TELEVISION WISCONSIN, INC.					
Call Sign WISC-TV		Facility Id 65143		Previous Call Sign (if applicable)	
Community of License					
City MADISON		State WI	County DANE	Zip Code 53719 -	
Nielsen DMA MADISON		World Wide Web Home Page Address WWW.CH3000.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2005	
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: 09/30/2008					
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 checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input 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 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	350
Total 5:00 a.m. to 1:00 a.m. CSTs	289
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	78
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	221
Total 5:00 p.m. to 10:35 p.m. CSTs	94
Comments: WE ARE AIRING MANY ADDITIONAL PSA ANNOUNCEMENTS ON OUR MY NETWORK STATION AS PART OF AN EXPANDED EFFORT TO MAKE SURE OUR VIEWERS ARE AWARE OF THE DTV TRANSITION AND ARE PROPERLY PREPARED FOR IT.	

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	2
Comments: WE AIRED TWO THIRTY-MINUTE DTV-RELATED INFORMERCIALS DURING THE 8 - 11:30 WINDOW, PLUS 2 OTHER AIRINGS OUTSIDE THE WINDOW 8-11:35PM WINDOW. SPECIFICALLY: "FOR THE RECORD", A LOCALLY PRODUCED SHOW FEATURED LEONARD CHARLES (DIR. OF ENGINEERING FOR WISC-TV), MICHELLE VETTERKIND (PRESIDENT, WISCONSIN BROADCASTERS ASSOCIATION), AND SHERMAZE INGRAM (SN. DIRECTOR OF MEDIA RELATIONS, NATIONAL ASSOCIATION OF BROADCASTERS) ON JULY 1, 2008 FROM 10-10:30AM. THEY DISCUSSED THE SWITCH, WHAT VIEWERS NEEDED TO KNOW ABOUT THE SWITCH, PLUS A DEMONSTRATION ON HOW TO CONNECT YOUR TV TO THE CONVERTER BOX. "COUNTDOWN TO DTV: ARE YOU READY?" WHICH WAS PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS, AIRED ON JULY 4 FROM 6-6:30AM AND 12-12:30PM AND ALSO ON SEPTEMBER 1 FROM 6:30-7AM. THIS SPECIAL FOCUSED ON WHAT VIEWERS NEED TO DO TO BE READY FOR THE DIGITAL TRANSITION.	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: 7/17/2008 ON THE 10PM NEWSCAST: DANE COUNTY FAIR STORY FEATURING THE DTV TREKKER WHICH IS CROSSING STATE LINES TO HELP INFORM RESIDENTS ABOUT THE UPCOMING TRANSITION TO DTV. 8/19/2008 ON LIVE AT FIVE (5PM NEWSCAST) AND OUR 10PM NEWSCAST: DTV: SIX MONTHS TO GO: GADGET GUY STEVE VAN DINTER MONITORS A LIVE CHAT AT OUR WEBSITE (CH3000.COM) ANSWERING VIEWER QUESTIONS ABOUT THE DTV TRANSITION. WISC-TV'S DIRECTOR OF ENGINEERING, LEONARD CHARLES ALSO JOINED ANCHORS TERI BARR AND ERIC FRANKE LIVE IN THE STUDIO TO ANSWER VIEWER QUESTIONS SUBMITTED VIA EMAIL. WE ALSO PROFILED THE EFFORTS MIDDLETON (LOCAL COMMUNITY) IS MAKING TO EDUCATE RESIDENTS AND HELP	

THEM MAKE THE TRANSITION, INCLUDING PROFILING A RESIDENT GETTING HER CONVERTER BOX HOOKED UP. STEVE VAN DENTER ALSO PROVIDED A DIGITAL REVIEW ON THE BEST DTV BOXES DURING OUR MORNING NEWSCAST ON SEPTEMBER 16 AT 6:45AM. OUR EDITORIAL DIRECTOR, NEIL HEINEN, FEATURED THE WILMINGTON SWITCH AND IT'S SUCCESS AND INFORMATION FOR OUR VIEWERS ON WHAT THEY NEED TO DO TO BE PREPARED ON 2/17/09.

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:
OUR WEB SITE PROVIDES A LINK TO THE DTV TRANSITION SITE, WHICH GIVES INFORMATION ABOUT THE CONVERSION AND HOW TO GET COUPONS FOR CONVERTER BOXES.

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:
WE PROVIDED TWO DTV ADS ENTITLED "IS YOUR TV READY FOR THE SWITCH?" PROVIDING PRINT INFORMATION ON WHAT YOU NEED TO BE READY FOR THE SWITCH. ADS WERE IN THE JULY ISSUES OF MADISON MAGAZINE AND THE AUGUST ISSUE OF THE GREATER MADISON CHAMBER'S BUSINESS BEAT

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

Comments:
WE AIR ON AN ONGOING PSAS (:15 AND :30) ON OUR MY NETWORK TV STATION WITHIN THE 5AM-1AM WINDOW.

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 EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER
Signature DAVID SANKS	Date (mm/dd/yyyy) 10/06/2008

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.

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