

Federal Communications Commission

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Description: QUARTERLY DTV TRANSITION REPORT - 4Q 2008
Application Reference Number: 20090109APK
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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. -20090109APK	
Licensee TELEVISION WISCONSIN, INC.					
Call Sign WISC-TV		Facility Id 65143		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MADISON		WI	DANE		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: 12/31/2008					
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	325
Total 5:00 a.m. to 1:00 a.m. CSTs	264

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	40
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	89

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	4
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Comments:

WE AIRED TWO 30-MINUTE INFORMERCIAL PROGRAMS DURING THE 8:00 AM TO 11:35 PM WINDOW, PLUS TWO OTHER AIRINGS OUTSIDE OF THE WINDOW.

WISC NEWS 3 SPECIAL: "COUNTDOWN TO CONVERSION", A LOCALLY-PRODUCED NEWS SPECIAL THAT AIRED ON OCTOBER 26, 2008 FROM 5:30 - 6:00 PM DISCUSSED WHAT VIEWERS NEED TO DO TO BE READY FOR THE SWITCH TO DIGITAL. LATER THAT EVENING, WE PREMIERED THE FIRST HD NEWSCAST IN THE STATE OF WISCONSIN.

"FOR THE RECORD", A LOCALLY-PRODUCED SHOW FEATURED LEONARD CHARLES (DIR. OF ENGINEERING FOR WISC-TV), MICHELLE VETTERKIND (PRESIDENT OF THE WISCONSIN BROADCASTERS ASSOCIATION) AND SHERMAZE INGRAM (SENIOR DIRECTOR OF MEDIA RELATIONS, NATIONAL ASSOCIATION OF BROADCASTERS). THE SHOW AIRED ON DECEMBER 21, 2008 FROM 10:30 - 11:00 AM. THEY DISCUSSED THE SWITCH, WHAT VIEWERS NEEDED TO KNOW ABOUT THE SWITCH, PLUS A DEMONSTRATION OF HOW TO CONNECT A TV TO THE CONVERTER BOX.

"DTV SIMPLIFIED", WHICH WAS PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS, AIRED ON NOVEMBER 27 AND DECEMBER 25, 2008 FROM 5:30 - 6:00 AM. 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?

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

Comments:

WE CREATED A :05 GRAPHIC WITH MUSIC TO ALERT VIEWERS OF THE COUNTDOWN. THE GRAPHIC WAS SCHEDULED TO AIR BETWEEN 5 AM AND 12 MIDNIGHT AND WAS SCHEDULED MORE THAN ONCE A DAY IN VARIOUS PARTS OF THE DAY.

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
<p>Comments:</p> <p>WEDNESDAY, DECEMBER 3, 2008: LOCAL NEWS STORY AT 10:00 PM FEATURING FCC COMMISSIONER MICHAEL COPPS ALERTING VIEWERS THAT WHEN THEY WAKE UP ON 2/18/2009 THERE WILL BE SNOW ON THE GROUND, BUT NO SNOW ON THEIR TV SCREEN. THE FCC IS HOLDING TOWN HALL MEETINGS, INCLUDING ONE THE NIGHT PRIOR IN MILWAUKEE, TO MAKE SURE PEOPLE ARE PREPARED FOR THE DTV CONVERSION. COMMISSIONER COPPS APPEARED AT THIS TOWN MEETING.</p> <p>WEDNESDAY, DECEMBER 10, 2008: THE MADISON TV MARKET CONDUCTED AN "END OF TRANSITION" DTV SOFT TEST FROM 7:00 - 9:00 PM. WE REPORTED ON THE TEST DURING OUR 6:00 PM, 9:00 PM (TVW, MY NETWORK TV MULTICAST STATION) AND 10:00 PM NEWSCASTS.</p> <p>THURSDAY, DECEMBER 11, 2008: DURING OUR 5:00 AM, 6:00 AM AND NOON NEWSCASTS, WE REPORTED ON THE "END OF TRANSITION" DTV SOFT TEST FROM THE NIGHT PRIOR.</p> <p>TUESDAY, DECEMBER 30, 2008: DURING OUR 9:00 PM NEWSCAST (TVW, MY NETWORK TV MULTICAST) WE REPORTED THAT THE DTV CONVERSION IS LESS THAN 50 DAYS AWAY AND TIME IS RUNNING OUT IF YOU STILL NEED A DIGITAL CONVERTER BOX COUPON. THE REPORT FEATURED OUR CHIEF ENGINEER.</p>	
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
<p>Comments:</p> <p>OUR WEBSITE PROVIDES A LINK TO THE DTV TRANSITION SITE, WHICH GIVES INFORMATION ABOUT THE CONVERSION AND HOW TO GET COUPONS FOR CONVERTER BOXES.</p>	
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	
<p>Comments:</p> <p>WISC-TV DIRECTOR OF ENGINEERING, LEONARD CHARLES, SPOKE AT THE WISCONSIN EMERGENCY MANAGERS ASSOCIATION CONFERENCE AT THE SHERATON HOTEL IN MADISON ON OCTOBER 29, 2008 TO DISCUSS THE TRANSITION. LEONARD CHARLES ALSO SPOKE AT THE STATE OF WISCONSIN BOARD ON AGING AND LONG-TERM CARE AT THE CROWN PLAZA HOTEL IN MADISON, TO DISCUSS THE TRANSITION.</p>	

Community Events

Comments:

ON WEDNESDAY, DECEMBER 10, 2008 BROADCASTERS IN THE MADISON TV MARKET COLLECTIVELY CONDUCTED AN "END OF TRANSITION" DTV SOFT TEST. EACH STATION CREATED A UNIQUE VERSION OF THEIR PROGRAMMING WHICH INCLUDED A SPECIAL TEXT MESSAGE OVER THE VIDEO. THIS UNIQUE PROGRAMMING WAS FED ONLY TO OUR ANALOG TRANSMITTER. ALL OTHER DISTRIBUTION PATHS SHOWED THE NORMAL, UNMODIFIED PROGRAM. VIEWERS WHO SAW THIS MESSAGE, AND ARE STILL WATCHING OUR ANALOG SIGNAL, WEREN'T READY FOR THE FEBRUARY 17, 2009 END OF ANALOG TV. A PHONE BANK WAS STAFFED WITH REPRESENTATIVES FROM THE TV STATIONS IN THE MARKET, ALONG WITH PERSONNEL FROM SATELLITE AND CABLE COMPANIES. WE ANSWERED PHONES FROM 7:00 - 9:00 PM DURING THE TEST.

Other (describe)

Comments:

AS PART OF OUR REQUIRED CRAWLS, WE INCLUDED A SPANISH LANGUAGE CRAWL THAT AIRS ALONG WITH OUR ENGLISH LANGUAGE VERSION, THE REQUIRED AMOUNT OF TIMES EACH WEEK. WE INCLUDED ONE DTV AD ENTITLED "IS YOUR TV READY FOR THE SWITCH?" PROVIDING PRINT INFORMATION ON WHAT YOU NEED TO BE READY FOR THE SWITCH. AN AD WAS IN THE DECEMBER 2008 ISSUE OF MADISON MAGAZINE.

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 ONGOING PSA'S (:15 AND :30) ON OUR TVW AND MY NETWORK TV STATION WITHIN THE 5:00 AM TO 1:00 AM 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, GENERAL MANAGER
Signature DAVID SANKS	Date (mm/dd/yyyy) 01/09/2009

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