

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. -20080702ADG

Licensee
BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Call Sign WHA-TV	Facility Id 6096	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
MADISON	WI	DANE	53706 - 1412

Nielsen DMA MADISON	World Wide Web Home Page Address WWW.WPT.ORG	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2013
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	21	
<input checked="" type="checkbox"/> Digital	20	

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:
 DTV Education Report
 Amendment File Number BDERET-20080702ADG

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.
THE PURPOSE OF THIS AMENDMENT IS TO CORRECT THE DIGITAL CHANNEL NUMBER.

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? Yes 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 0

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: A 6:10 SEGMENT ON THE DTV TRANSITION WAS BROADCAST AS PART OF THE MAY 22, 2008 EDITION OF WISCONSIN PUBLIC TELEVISION'S "IN WISCONSIN" PROGRAM. "IN WISCONSIN" IS A WEEKLY NEWS MAGAZINE SERIES THAT AIRS OVER THE ENTIRE STATE TWICE PER WEEK.	
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: SINCE FEBRUARY 1, 2008 WWW.WPT.ORG HAS HAD DTV TRANSITION ON ITS HOMEPAGE. THIS CLICKABLE LINK LEADS TO CONSUMER INFORMATION FOR CABLE AND SATELLITE SUBSCRIBERS AND OVER-THE-AIR VIEWERS AS WELL AS LINKS TO A GLOSSARY OF DTV TERMS AND FAQS.	
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 type="checkbox"/> Speaking Engagements	
Comments:	
<input checked="" type="checkbox"/> Community Events	
Comments: WISCONSIN PUBLIC TELEVISION, AS AN ACTIVE MEMBER OF THE WISCONSIN BROADCASTERS ASSOCIATION (WBA), SUPPLIES TECHNICAL SUPPORT AS MAY BE NEEDED FOR STATEWIDE PUBLIC MEETINGS ON DTV TRANSITION.	
<input checked="" type="checkbox"/> Other (describe)	
Comments: WISCONSIN PUBLIC TELEVISION CREATED AND FILLED A 3/4-TIME PROJECT APPOINTMENT TO COORDINATE OUTREACH EFFORTS AND EVENTS WITH REGARD TO DTV ITSELF AND AND THE TRANSITION FROM ANALOG TO DIGITAL TELEVISION. THIS NEW HIRE BEGAN WORK ON JUNE 9, 2008. THE WISCONSIN PUBLIC TELEVISION AUDIENCE SERVICES UNIT HAS HANDLED MORE THAN 600 CALLS AND EMAILS RELATED TO DTV AND THE TRANSITION DURING THE 4/1-6/30/08 QUARTER, PROVIDING INFORMATION AND GUIDANCE AS NEEDED TO WPT VIEWERS AND THE GENERAL PUBLIC.	
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.	
Comments:	

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 BROADCAST AND MEDIA INNOVATIONS
Signature MALCOLM BRETT	Date (mm/dd/yyyy) 07/07/2008

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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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.