

Federal Communications Commission

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Description: DT V QUARTERLY ACTIVITY STATION REPORT
Application Reference Number: 20081009AMC
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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. -20081009AMC
Licensee BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM			
Call Sign WHA-TV	Facility Id 6096		Previous Call Sign (if applicable)
Community of License			
City MADISON	State WI	County DANE	Zip Code 53706 -
Nielsen DMA MADISON	World Wide Web Home Page Address WWW.WPT.ORG		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2013
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: 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 type="radio"/> Option Two (B and D) <input checked="" type="radio"/> Option Three (C and D)			
Over the past quarter, have you fully complied with the requirements of this option?			<input type="radio"/> Yes <input checked="" 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 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?	<input type="radio"/> Yes <input checked="" type="radio"/> 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: PLEASE SEE THE EXPLANATION IN THE FINAL 'COMMENT' BOX BELOW.	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
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: THE FRONT PAGE OF WPT.ORG INCLUDES A "GET READY FOR DTV" CLICKABLE LINK WHICH CONNECTS TO AN ENTIRE SECTION OF DTV TRANSITION INFORMATION FOR CONSUMERS. THERE IS INFORMATION REGARDING CONVERTER BOXES, THE FEDERAL COUPON PROGRAM, ANTENNAS, VCRS, AN FAQ SECTION AND A RECYCLING PROGRAM FOR ANALOG TVS. THERE ARE FACT SHEETS IN ENGLISH, SPANISH AND HMONG LANGUAGES. SITE VISITORS CAN ALSO CLICK ON A STREAMED CONVERSATION WITH THE WISCONSIN PUBLIC TELEVISION/WHA-TV STATION MANAGER THAT WAS RECORDED ON AUGUST 29, 2008.	
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 Comments: WISCONSIN PUBLIC TELEVISION STAFF MADE DTV TRANSITION INFORMATION PRESENTATIONS AROUND WISCONSIN AT SEVEN PUBLIC LIBRARIES -- BARABOO, MENASHA, APPLETON, BEAVER DAM, MARATHON COUNTY, VERONA AND REEDSBURG -- AND AT THE MADISON EASTSIDE ROTARY CLUB. THESE PRESENTATIONS PROVIDED DTV INFORMATION TO MORE THAN 300 PEOPLE. WPT'S 3/4-TIME DTV TRANSITION COORDINATOR HAS SCHEDULED NEARLY TWO DOZEN STAFF PRESENTATIONS AND/OR STAFF PARTICIPATION IN COMMUNITY EVENTS SINCE THE POSITION WAS FILLED. THERE ARE NUMEROUS EVENTS SCHEDULED FOR THE NEAR FUTURE, MANY OF THEM AT SENIOR CENTERS AND PUBLIC LIBRARIES WHERE THOSE WHO ARE LEAST LIKELY TO BE FAMILIAR WITH THE DTV TRANSITION MIGHT BE REACHED.	
<input checked="" type="checkbox"/> Community Events Comments: WISCONSIN PUBLIC TELEVISION STAFF WERE PRESENT AT THE FOLLOWING COMMUNITY EVENTS, PROVIDING ANSWERS TO SPECIFIC QUESTIONS AND GENERAL DTV TRANSITION INFORMATION THROUGH ONE-PAGE HANDOUTS AND MULTICAST DISPLAYS: WISCONSIN PBS KIDS OPEN HOUSE WISCONSIN PUBLIC TELEVISION PLEDGE DRIVE QUILT EXPO/ALLIANT ENERGY CENTER (MORE THAN 15,000 ATTENDEES) CHILDCARE TRAINING WORKSHOPS WISCONSIN ASSOCIATION FOR HOME AND COMMUNITY EDUCATION CONFERENCE AS NOTED ABOVE, WPT'S DTV TRANSITION COORDINATOR HAS SCHEDULED NEARLY TWO DOZEN STAFF PRESENTATIONS AND/OR STAFF PARTICIPATION IN COMMUNITY EVENTS. THERE ARE NUMEROUS EVENTS SCHEDULED FOR THE NEAR FUTURE, MANY OF THEM AT SENIOR CENTERS AND PUBLIC LIBRARIES WHERE THOSE WHO ARE LEAST LIKELY TO BE FAMILIAR WITH THE DTV TRANSITION MIGHT BE REACHED.	
<input checked="" type="checkbox"/> Other (describe) Comments: OVER THE PERIOD OF 7/1-9/30/08, WISCONSIN PUBLIC TELEVISION'S AUDIENCE SERVICES STAFF LOGGED AND RESPONDED TO MORE THAN 700 CONTACTS (PHONE AND EMAIL) FROM THE PUBLIC REGARDING DTV TRANSITION AND/OR GENERAL DTV INFORMATION.	

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

Comments:

WE REGRET TO INFORM THE FCC THAT DURING THE PAST QUARTER WHA-TV FAILED TO COMPLY FULLY WITH THE CONSUMER EDUCATION REQUIREMENTS IN ONE EXTREMELY MINOR RESPECT: ALTHOUGH WHA-TV AIRED A TOTAL OF 244.5 MINUTES OF DTV CONSUMER EDUCATION SPOTS DURING THIS PERIOD - A FULL 60 MINUTES MORE THAN REQUIRED - IT FAILED TO AIR EXACTLY ONE 30-SECOND DTV CONSUMER EDUCATION SPOT ON SEPTEMBER 30. THUS ALTHOUGH THE STATION COMPLIED ON EVERY OTHER DAY OF THE QUARTER AND FAR EXCEEDED THE MINIMUM TOTAL AMOUNT OF VIEWER EDUCATION FOR THE PERIOD, IT ONLY AIRED 90 SECONDS WORTH OF CONSUMER EDUCATION SPOTS, RATHER THAN 120 SECONDS, ON THAT ONE DAY.

THIS 30-SECOND OMISSION WAS INADVERTENT AND ENTIRELY UNINTENTIONAL. IT WAS MOST LIKELY DUE TO THE ADDITIONAL HEAVY PROMOTION OF TWO HALF-HOUR DTV TRANSITION SPECIALS - ONE NATIONAL AND ONE LOCAL, PRODUCED BY WISCONSIN PUBLIC TELEVISION - SCHEDULED TO AIR THE NEXT DAY, ON OCTOBER 1, 2008. THE STATION BELIEVES THAT ITS OVERALL PERFORMANCE HAS FAR EXCEEDED ITS REQUIREMENTS AND THAT THIS ONE MINOR OMISSION DOES NOT REPRESENT ITS OVERALL COMPLIANCE WITH THESE OBLIGATIONS, AND ITS SUCCESS IN ACHIEVING THE GOAL OF VIEWER NOTIFICATION. NOTABLY, THE STATION HAS ALSO ENGAGED IN SEVERAL OTHER SIGNIFICANT EFFORTS AS EXPLAINED ABOVE, THROUGH ITS WEB SITE, COMMUNITY EVENTS, LOCAL SPEAKING ENGAGEMENTS, AND INDIVIDUAL CONTACT WITH VIEWERS.

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 TELEVISION, WISCONSIN PUBLIC TELEVISION
Signature JAMES STEINBACH	Date (mm/dd/yyyy) 10/09/2008

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.