

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090708ACQ

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	State	County	Zip Code
MADISON	WI	DANE	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 type="checkbox"/> Digital		

Report reflects information for quarter ending: 06/30/2009

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, if you have fully complied with the requirements of the selected option?	<input checked="" type="radio"/> Yes <input type="radio"/> No
---	---

Comments: WHA-TV TERMINATED ANALOG TRANSMISSION AS OF APRIL 5, 2009 SUCH THAT ITS ON-AIR DTV CONSUMER EDUCATION REQUIREMENTS ENDED AS OF THAT DATE.	
--	--

Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)? If YES, Complete Section E	<input type="radio"/> Yes <input checked="" type="radio"/> No
---	---

Simulcasting:

Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?

Yes No

If **YES**, complete only one of the form for both. If **NO**, complete a form for your Analog Channel and a second for your primary Digital stream.

Application Purpose:

DTV Education Report

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 180 seconds per day of on-air consumer education, in variable timeslots, including at least 22.5 minutes per month between 6 pm and 12 am. 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 (180 seconds per day) during each day this quarter; including at least 2.5 minutes per month between 6 p.m. and 12 a.m.?

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., after April 1, 2009 and prior to your station termination of analog services (see 47 C.F.R. § 73.674(e)(2) for additional details).

Total number of 30 Minute Informational Programs 1

Comments:

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Three S(noncommercial) stations must also provide information about antenna use, the need for rescanning, and local help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, so long as they meet the requirements for duration and time of day aired. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?

Yes No

Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WHA-TV CONTINUED TO RUN DTV-RELATED INFORMATIONAL ANNOUNCEMENTS UNTIL 4/30/2009. THESE POST-TRANSITION ANNOUNCEMENTS WERE AIRED 20 TIMES BETWEEN 4/5/2009 AND 4/30/2009.	
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, SCANNING, 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 CLICK ON A VARIETY OF STREAMED VIDEO EXPLAINING ASPECTS OF THE DTV TRANSITION INCLUDING: A CONVERSATION WITH THE WISCONSIN PUBLIC TELEVISION/WHA-TV STATION MANAGER; A HALF-HOUR WPT GUIDE TO DIGITAL TELEVISION; WHAT'S HAPPENING TO MY TV: DIGITAL TELEVISION AND YOU!, AN 81-MINUTE PRESENTATION OF THE WPT DIGITAL INNOVATIONS UNIT; A ROTATING "MYTH-BUSTER" SECTION DELIVERING FACTS ABOUT CONVERTER BOXES, AND LINKS TO WHA-TV'S DIGITAL PROGRAM SCHEDULE.	
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:

WHA-TV WAS PREPARED TO RESPOND TO ADDITIONAL TELEPHONE INQUIRIES FOLLOWING ITS ANALOG SHUT-OFF ON 4/5/2009 AS WELL AS FOLLOWING THE 6/12/2009 FINAL TRANSITION.

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 TELEVISION
Signature JAMES STEINBACH	Date (mm/dd/yyyy) 07/08/2009

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.**