

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090408ALP

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
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input type="checkbox"/> Analog		
<input checked="" type="checkbox"/> Digital	20	

Report reflects information for quarter ending: 03/31/2009

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, have you fully complied with the requirements of this option?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input type="radio"/> Yes <input checked="" type="radio"/> No
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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?

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 June 12, 2009.

Total number of 30 Minute Informational Programs 4

Comments:

WHA-TV RAN FOUR SEPARATE BROADCASTS OF TWO HALF-HOUR INFORMATION PROGRAMS, ONE PRODUCED BY PBS AND THE OTHER PRODUCED BY WISCONSIN PUBLIC TELEVISION.

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.

Yes No

Comments:

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:

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, VCERS, 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, LINKS TO WHA-TV'S DIGITAL PROGRAM SCHEDULE, AN EXPLANATION THAT CONSUMERS DO

NOT NEED TO WAIT UNTIL FEBRUARY 17, 2009 TO ACCESS DIGITAL TELEVISION, ETC.
A DIRECT LINK TO CONSUMER REPORTS' DTV VIDEO.

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:

WISCONSIN PUBLIC TELEVISION OUTREACH STAFF MADE 160 DTV TRANSITION INFORMATION PRESENTATIONS AROUND WISCONSIN INCLUDING AT 5 PUBLIC LIBRARIES, 3 UNIVERSITY OF WISCONSIN CAMPUSES, SENIOR CENTERS AND OTHER SPECIFIC LOCATIONS SUCH AS PARK FALLS, APPLETON, EAU CLAIRE, LA CROSSE, TOMAH AND OSHKOSH.

Community Events

Comments:

FEBRUARY 13-15, WISCONSIN PUBLIC TELEVISION STAFF HAD A DTV DISPLAY AT WPT'S GARDEN EXPO AND STAFF WERE ON HAND TO ANSWER QUESTIONS REGARDING THE DTV TRANSITION. ATTENDANCE AT THE GARDEN EXPO WAS NEARLY 20,000. THERE WAS ALSO A SPECIAL FREE PRESENTATION DEDICATED TO DTV PROVIDED DURING THE WORKSHOP PERIOD HELD DURING THE GARDEN EXPO.

STAFF WERE ON HAND TO PROVIDE PRINTED INFORMATION TO PARTICIPANTS AT THE WISCONSIN STATE READING ASSOCIATION MEETING, THE WISCONSIN ASSOCIATION OF SCHOOL BOARDS CONVENTION AND ROTARY MEETINGS AROUND THE STATE.

Other (describe)

Comments:

IN JANUARY 2009, WPT PARTICIPATED IN A NATIONAL PHONE-BANK EFFORT DURING WHICH TWO SPANISH-SPEAKERS TOOK MORE THAN 50 CALLS AND 40+ ENGLISH-SPEAKING VOLUNTEERS HANDLED MORE THAN 900 CALLS.

THE FEBRUARY 2009 AIRWAVES, WPT'S PROGRAM GUIDE WITH A CIRCULATION OF 53,000, CONTAINED AN UPDATED 8-PAGE DTV INSERT.

FOLLOWING THE ORIGINALLY-INTENDED WPT SHUT-OFF ON 2/17/2009, AUDIENCE SERVICES STAFF AND PHONE BANK VOLUNTEERS HANDLED MORE THAN 3,500 CALLS ON 2/18, 2/19 AND 2/20. PHONES WERE ANSWERED 9AM-9PM ON THESE 3 DAYS.

EACH WPT PLEDGE ACKNOWLEDGMENT LETTER INCLUDED A BUCKSLIP WITH A FEW "FAST FACTS" ABOUT DTV TRANSITION.

EMAILS WITH RELEVANT INFORMATION, SUCH AS WPT'S ANALOG SHUT-OFF ON 4/520/09, HAVE BEEN SENT TO WPT'S MEMBERSHIP.

LOCAL OUTREACH, INCLUDING SPANISH TRANSITION INFORMATION, WAS TARGETED TO HISPANIC GROCERY STORES IN MADISON, THE FOX RIVER VALLEY, JEFFERSON AND WALWORTH COUNTIES AND WAUSAU WI AREAS.

LOCAL MEALS ON WHEELS DELIVERIES INCLUDED INFORMATION ON THE DTV TRANSITION TARGETED SPECIFICALLY TO SENIORS.

PAID PRINT ADVERTISING WAS PURCHASED STATEWIDE PRIOR TO 2/17/2009 INCLUDING IN SPANISH MEDIA.

260,000 PRINT MATERIALS WERE DISTRIBUTED, INCLUDING ENGLISH AND SPANISH BOOKMARKS, TABLE-TENTS, BUCKSLIPS AND 12-PAGE DTV GUIDES.

EIGHT WPT STAFF CONTINUED TO TAKE 3-4 HOUR SHIFTS TO HANDLE OVERFLOW DTV CALLS THROUGH THE WPT WEB-BASED CALL CENTER. TWO ADDITIONAL FULL-TIME STAFF WERE HIRED IN AUDIENCE SERVICES, ONE A BILINGUAL SPANISH/ENGLISH SPEAKING ENGINEER. HOURS WERE EXPANDED TO INCLUDE SOME EVENING AND WEEKEND COVERAGE. IN MID-FEBRUARY, WE ALSO HIRED TWO ADDITIONAL PART-TIME WORKERS, ONE A TECHNICAL EXPERT AND ONE A BILINGUAL HMONG/ENGLISH SPEAKER. IN MARCH, THREE MORE PART-TIMERS WERE HIRED, INCLUDING ANOTHER TECHNICAL EXPERT AND A SEASONED DTV CALL CENTER VETERAN.

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

Comments:

WHA-TV AND WHA-DT WERE SIMULCAST PRIOR TO 10/6/2008 BUT NOT AFTERWARD, THUS SEPARATE FORM 388'S ARE BEING SUBMITTED FOR THIS REPORTING PERIOD.

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)
04/08/2009

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).

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