



Wisconsin Public Television

## NEWS RELEASE

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### **WPT Will End Analog Broadcasts April 5; Call Center Available for Viewers Making Switch to Digital-only TV**

MADISON, WIS. -- James Steinbach, director of television for Wisconsin Public Television (WPT), announced today that the public television network will end its analog broadcasts on April 5. After that date WPT will transmit only digital signals, which are already on the air.

Most TV stations in Wisconsin ended analog broadcasts on Feb. 17.

"We're balancing several things," Steinbach said. "Maintaining our analog channel delivers a real public service to viewers." He also said that two of WPT's six transmitters are operating at half power because the old analog equipment is failing and are "at imminent risk of failure."

"We're spending tens of thousands of dollars each month to keep these channels on the air," Steinbach said, "so our decision to turn off our analog transmitters on April 5 balances our commitment to service and our responsibility as stewards of public funds."

WPT has started airing special announcements about the analog shut-off to make sure viewers are fully aware.

"Calls from viewers tell us there are many people across the state who are having problems," Steinbach said. "Helping them navigate their way to digital TV is part of our mission as a public service broadcaster."

WPT organized an expanded phone center last week that fielded more than 2,300 calls from viewers across the state. Steinbach said that 87 WPT staff took shifts at the call center to help viewers with questions about over-the-air reception, antennas, the federal converter box coupon program and other DTV topics.

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A service of the  
Educational Communications  
Board and University  
and University of  
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**Access releases and images  
for programs online in  
the WPT Press Room**  
<http://www.wpt.org/pressroom>

## **WPT Phone Bank/Add One**

To help viewers, WPT will continue to take phone calls about the transition to all-digital TV. Toll-free calls can be made to 800-422-9707 during expanded hours through March 29:

- Monday and Tuesday: 9 a.m. to 4:30 p.m.
- Wednesday through Friday: 9 a.m. to 9 p.m.
- Saturday: 10:30 a.m. to 6:30 p.m.
- Sunday: 12 p.m. to 7:30 p.m.

Bilingual services in Spanish are available Wednesday through Sunday. Hmong voicemail is offered at all times with follow-up callback service.

More information about Digital TV is available on the Web at [wpt.org/digitaltv](http://wpt.org/digitaltv).

WPT is a service of the Educational Communications Board and the University of Wisconsin-Extension.

Wisconsin Public Television is a place to grow through learning on WHA-TV/DT, Madison; WPNE-TV/DT, Green Bay; WHRM-TV/DT, Wausau; WLEF-TV/DT, Park Falls; WHLA-TV/DT, La Crosse; and WHWC-TV/DT, Menomonie-Eau Claire.

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