

W43BR REASON FOR EXTENSION OF STA

Baraboo Broadcasting Corporation ("BBC") hereby requests an extension of the Special Temporary Authority ("STA") (File No. 0000021645) which presently expires April 5, 2017.

The STA was originally granted on May 29, 1997, and has been extended continuously since. The reason for requesting the STA was explained in the April 9, 1997 Request for STA as follows:

"At the present time, the Commission is not entertaining applications for new LPTV stations, and it is unknown how long this "freeze" may last. When the Commission begins to accept such applications, BBC intends to file an application seeking a construction permit for Channel 43 at Baraboo"

"It is submitted that STA is appropriate in order to provide to the residents of Baraboo a local television service which they had enjoyed for approximately nine years. For that period, BBC had presented AD-VU-TV on a leased access channel on the cable system serving Baraboo. During that time, the rate for 24 hour per day, 7 days per week, was \$260.00, plus 5.5% tax, per month. In 1996, however, the rate was increased to \$5,815.45 per month. Although the cable operator justified the increase on the basis of the FCC rules governing leased access, AD-VU-TV could not afford to continue its programming at those rates."

"The programming carried by AD-VU-TV, local news, local high school basketball and football, local church services, and other programming designed specifically for the residents of Baraboo. Given Baraboo's distance from the major markets, television stations simply do not provide coverage of its needs and interests."

"The Cable Commission President has consistently informed BBC's management that the citizens of Baraboo are not satisfied with the programming which the cable operator presently provides on the channel previously used by AD-VU-TV, since it is all advertising and is imported from Madison, Wisconsin. In short, the viewers are being deprived of their local news, sports and other programming that they had enjoyed for many years."

A complete copy of the April 9, 1997 letter will be provided if requested.

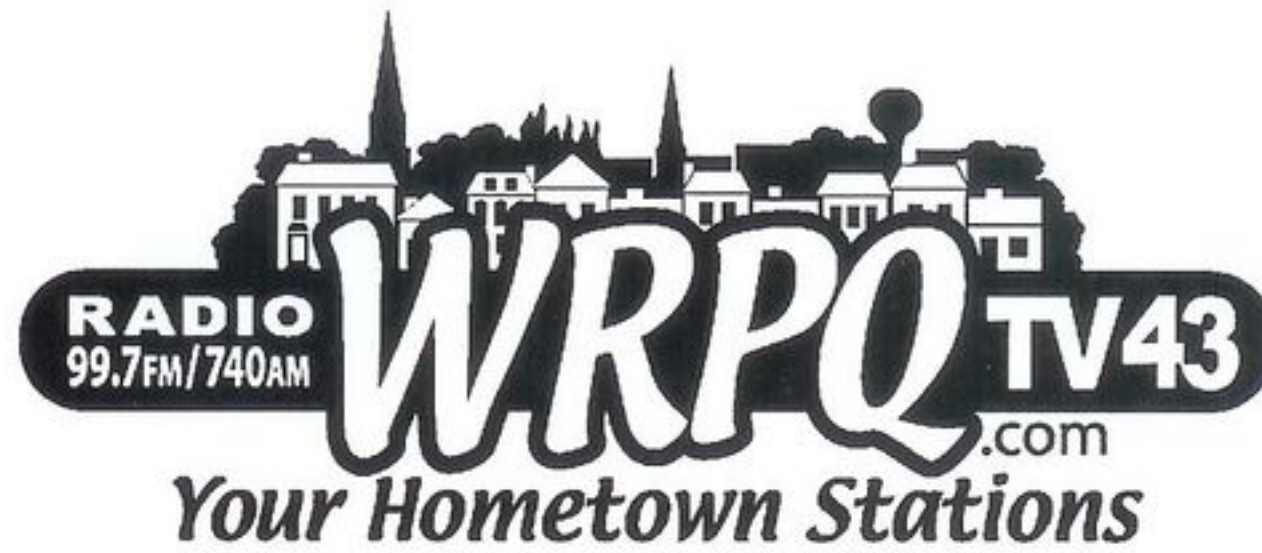
In the *Incentive Auction Report and Order*, at paragraph 657, the Commission stated "LPTV and TV translator stations may continue operating in the spectrum repurposed for use by new 600 MHz Band licensees unless and until they are notified of displacement pursuant to the procedures set forth below."

Although the STA held by W43BR has always been conditioned upon the avoidance of interference to any existing facilities, and subject to revocation without

hearing, there is no reason for this station to be treated any differently from other LPTV stations, any or all of which are subject to displacement by new wireless operators.

Residents of Baraboo have become accustomed to viewing W43BR for nearly 20 years. They should not be deprived of this local service unless and until it becomes necessary for the Channel 43 spectrum in this vicinity to vacate.

Attached are examples of the local programming broadcast on Channel 43, and which is not otherwise available to the residents of the station's service area.



***Examples of Past & Present Local Programming - W43BR
Baraboo, Wisconsin***

Local High School Sports contests
Baraboo, Wisconsin Dells, Reedsburg & Hillsboro Wisconsin
Football, Boys & Girls Basketball, Wrestling

Baraboo High School Homecoming
Student Float Building, Pep Rally and Parade coverage

Sauk County Fair Reports – Fairgrounds in Baraboo

Sauk County Dairy Breakfast

Baraboo Area Chamber of Commerce TV & Radio Fundraising Auction - LIVE

Baraboo Kiwanis Club TV Auction - LIVE

Downtown Baraboo Annual Holiday Lights Parade - LIVE

Sauk Prairie Annual Christmas Lights Parade

Baraboo's Annual BIG TOP Parade -Station has carried LIVE the first four.
The fifth, including over 150 performers/workers of the Ringling Bros – Barnum &
Bailey Circus – this year, July 22 - Historic as the Ringling Circus will cease
operations in May – This parade and other festivities are billed as a Circus
Homecoming for past and present Ringling Circus performers/workers.

Reedsburg Butterfest Parade & Celebration

Community News and Public Service Announcements

Sauk County Humane Society Pet Adoption Postings

Weekly Church Services
Includes Mass from St. Joseph Catholic Church in Baraboo
Also St. John's Lutheran Church – Baraboo

EAS weather and emergency alerts