

Request for Extension of Special Temporary Authority

Baraboo Broadcasting Corporation (“BBC”) hereby requests an extension of the Special Temporary Authority (“STA”) for LPTV Station W43BR, operating on Channel 43 at Baraboo, Wisconsin. The STA currently is set to expire on October 21, 2019.

The STA was originally granted on May 29, 1997¹, and has been extended continuously since – most recently on April 22, 2019. Over the 20 plus years the STA has been in place, the reason for requesting the STA has remained the same, as explained in the initial STA request filed April 9, 1997:

“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 . . . at Baraboo”

Extension of the STA is appropriate in order to provide to the residents of Baraboo a local television service. Given Baraboo’s distance from the major markets, television stations in those markets simply do not provide coverage of Baraboo’s needs and interests. According to the FCC Reception Maps website, there is NO “strong” over the air signal to be received from Madison stations in Baraboo. For some area residents, W43BR is the only local TV station they receive. Even though not required, W43BR airs a full complement of E/I programming.

In the *Incentive Auction Report and Order*, the Commission stated that “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” Thus far BBC has received no notice of displacement.

Although the STA held by W43BR always has 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. The licensee has not received notification from a wireless operator of any need to vacate the channel.

Residents of Baraboo have become accustomed to viewing W43BR for more than 20 years. It is a “link to community events” for shut-ins and residents of hospitals and nursing homes. They should not be deprived of this local service until it becomes necessary to vacate Channel 43 in the vicinity of Baraboo. W43BR and Baraboo Broadcasting has provided local coverage of tornadoes and catastrophic flooding across Sauk, Juneau, and Adams counties.

¹ In 1998, due to the loss of its transmitter site, the station filed for modification of the STA. That modification was granted March 18, 1998, and has been extended since that time pursuant to the terms of the FCC grant of March 18, 1998.

Attached are examples of the local programming broadcast on W43BR that addresses needs not met by full-power stations.

For the foregoing reasons, BBC respectfully requests extension of the STA to operate W43BR on Channel 43 at Baraboo, Wisconsin, with the facilities specified in the STA dated March 18, 1998.²

² LMS does not permit an applicant to specify an analog channel. Please note, however, that the operation of W43BR is analog, not digital. In addition, the LMS form limits the ERP for Digital Channel 43 to 15 kilowatts. However, this station is analog, and the actual ERP is 30.5 kilowatts, as stated in the STA of March 18, 1998.

**Examples of W43BR Programming that Addresses Needs
Not Met by Full-Power Stations:**

- Local High School Sports - Football, Basketball, and Wrestling from Baraboo, Reedsburg, Portage, Sauk City
- Weekly Church Services and Holiday Worship Guides
 - St. Joseph Catholic Church - Baraboo
 - St. John's Lutheran Church - Baraboo
 - Emanuel Methodist Church - Baraboo
 - St. Paul Lutheran Church - Baraboo
 - Bethany Lutheran Church - Wisconsin Dells
 - St. Peter Lutheran Church - Arlington
- Community News, Event Calendar, and Public Service Announcements
- Fundraisers/Auctions for the Baraboo Area Chamber of Commerce and Kiwanis
- Baraboo Annual Big Top Parade - Live coverage including pre-show history of the Ringling Brothers - Barnum & Bailey Circus and its important contributions to Baraboo
- Baraboo Annual Christmas Lights Parade
- Sauk Prairie Annual Christmas Lights Parade
- Outdoor Show series featuring the recreational opportunities in central/southern Wisconsin
- Series that encourages youth to explore nature and the Outdoors
- Travel Show series featuring the tourism and attractions of central/southern Wisconsin
- Cooking show series using Wisconsin-grown and made items and highlighting military, first responders, and service groups of Wisconsin
- Sauk County Fair Reports - Fairgrounds in Baraboo
- Severe Weather Coverage and EAS Emergency Alerts