

Request for Extension of Special Temporary Authority

Baraboo Broadcasting Corporation (“BBC”) hereby requests an extension of the Special Temporary Authority (“STA”) for TV Translator W43BR operating on Channel 43 at Baraboo, Wisconsin (File No. 0000022202). The STA currently is set to expire on October 5, 2017.

The STA was originally granted on May 29, 1997, and has been extended continuously since – most recently on March 15, 2017. Over the 20 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.

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”

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.

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

Attached are examples of the local programming broadcast on Channel 43 at Baraboo, Wisconsin – which is not otherwise available to the residents of W43BR’s service area.

For the foregoing reasons, BBC respectfully requests extension of the STA to operate W43BR on Channel 43 at Baraboo, Wisconsin.



***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