



2260 E. Imperial Highway
El Segundo, CA 90245

Via FedEx (608-264-9666)

September 26, 2017

WHLA
3319 W. Beltline Highway
Madison, WI 53713-4296
Attn: Gene Purcell – Executive Director

Re: WHLA-TV (DMA: La Crosse-Eau Claire, WI)

We are in receipt of your letter requesting mandatory carriage for the above-mentioned station.

Please be advised that because the station is a party to and is covered under an agreement with DIRECTV, we deny your request for mandatory carriage at this time.

Technical questions and those related to the local receive facility can be forwarded by email to Locals-Technical@directv.com.

General correspondence should be directed to Locals-Business@directv.com or:

**DIRECTV
Local-Into-Local
2260 E. Imperial Highway, Mail Stop N321
El Segundo, CA 90245**

Sincerely,

DIRECTV