



Educational Communications Board

3319 West Beltline Highway • Madison, WI 53713-4296 • 608.264.9600 • ECB.org

DBS ELECTION NOTICE

CALL LETTERS	COMMUNITY OF LICENSE	DMA
WHLA-TV	LA CROSSE, WI	LA CROSSE-EAU CLAIRE DMA
DTV CHANNEL (OVER THE AIR)	PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1)	LICENSEE NAME
30	31.1	STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

This DBS Election Notice is sent this 29th day of August 2014 via Certified Mail/Return Receipt Requested (Receipt Number _____) to the following DBS Operator (check one):

DirecTV, Inc. 2260 East Imperial Highway, Mail Stop: N321, El Segundo, CA 90245,
Attn: Local-into-Local Elections,
 X DISH Satellite, LLC, 9601 S. Meridian Boulevard, Englewood, CO 80112, Attn: Teresa
Cain.

With respect to carriage in the above-listed DMA(s) by the above-listed DBS Operator between January 1, 2015, and December 31, 2017, the Licensee elects the following status for the primary video stream of the Station's digital signal:

☒ mandatory carriage ("must-carry").

For further information, please contact:

Name: Terrence M. Baun
Address: 3319 West Beltline Highway
Madison, WI 53713-4296
Phone: (608) 264-9746
Email: terry.baun@ecb.org

The Licensee provides this Election Notice pursuant to 47 C.F.R. Section 76.66.

For further information, please contact:

Name: Gene Purcell
Address: 3319 West Beltline Highway
Madison, WI 53713
Phone: 608.264.9666
Email: gene.purcell@ecb.org

The Licensee provides this Election Notice pursuant to 47 C.F.R. Section 76.66

Signature: 

Name/Title: Gene Purcell, Executive Director



August 25, 2014

Gene Purcell
Executive Director
WHLA-TV
3319 West Beltline Highway
Madison, WI 53713

**Re: Mandatory Carriage Election
WHLA – La Crosse-Eau Claire DMA**

Dear Mr. Purcell:

We received WHLA's letter postmarked August 18, 2014, electing mandatory carriage. DISH Network accepts your election and looks forward to continued carriage of WHLA per federal must carry regulations for the election cycle commencing January 1, 2015.

DISH Network will carry WHLA's signal during the upcoming election cycle ending on December 31, 2017 as long as the station does not substantially duplicate the programming of any other station within the market and complies with all federal must carry regulations, including the delivery of a good quality signal to DISH Network's local receive facility.

Please be advised that the location of DISH's local receive facility in your designated market area will be made available on the DISH website at www.dish.com/redirects/promotion/local-receive-facilities, by no later than September 3, 2014.

DISH Network reserves the right to deny carriage to those stations that fail to deliver a good quality signal to DISH Network's local receive facility. Please contact Teresa Cain, Sr. Program Manager at (303) 723-2628, should you anticipate signal delivery issues.

Sincerely,

A handwritten signature in cursive script that reads "Teresa Cain".

Teresa Cain
Sr. Program Manager
DISH Programming, Locals Operations



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DBS ELECTION NOTICE

CALL LETTERS	COMMUNITY OF LICENSE	DMA
WHRM-TV	WAUSAU, WI	WAUSAU-RHINELANDER DMA
DTV CHANNEL (OVER THE AIR)	PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1)	LICENSEE NAME
24	20.1	STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

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Cain.

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For further information, please contact:

Name: Terrence M. Baun
Address: 3319 West Beltline Highway
Madison, WI 53713-4296
Phone: (608) 264-9746
Email: terry.baun@ecb.org

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For further information, please contact:

Name: Gene Purcell
Address: 3319 West Beltline Highway
Madison, WI 53713
Phone: 608.264.9666
Email: gene.purcell@ecb.org

The Licensee provides this Election Notice pursuant to 47 C.F.R. Section 76.66

Signature: 

Name/Title: Gene Purcell, Executive Director



August 25, 2014

Gene Purcell
Executive Director
WHRM-TV
3319 West Beltline Highway
Madison, WI 53713

**Re: Mandatory Carriage Election
WHRM – Wausau-Rhinelanders DMA**

Dear Mr. Purcell:

We received WHRM's letter postmarked August 18, 2014, electing mandatory carriage. DISH Network accepts your election and looks forward to continued carriage of WHRM per federal must carry regulations for the election cycle commencing January 1, 2015.

DISH Network will carry WHRM's signal during the upcoming election cycle ending on December 31, 2017 as long as the station does not substantially duplicate the programming of any other station within the market and complies with all federal must carry regulations, including the delivery of a good quality signal to DISH Network's local receive facility.

Please be advised that the location of DISH's local receive facility in your designated market area will be made available on the DISH website at www.dish.com/redirects/promotion/local-receive-facilities, by no later than September 3, 2014.

DISH Network reserves the right to deny carriage to those stations that fail to deliver a good quality signal to DISH Network's local receive facility. Please contact Teresa Cain, Sr. Program Manager at (303) 723-2628, should you anticipate signal delivery issues.

Sincerely,

A handwritten signature in cursive script that reads "Teresa Cain".

Teresa Cain
Sr. Program Manager
DISH Programming, Locals Operations



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DBS ELECTION NOTICE

CALL LETTERS	COMMUNITY OF LICENSE	DMA
WHWC-TV	MENOMONIE, WI	ASSIGNED TO MINNEAPOLIS-ST. PAUL DMA REPORTED AS LA CROSSE-EAU CLAIRE DMA
DTV CHANNEL (OVER THE AIR)	PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1)	LICENSEE NAME
27	28.1	STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

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Address: 3319 West Beltline Highway
Madison, WI 53713-9746

Phone: (608) 264-9746
Email: terry.baun@ecb.org

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For further information, please contact:

Name: Gene Purcell
Address: 3319 West Beltline Highway
Madison, WI 53713

Phone: 608.264.9666
Email: gene.purcell@ecb.org

The Licensee provides this Election Notice pursuant to 47 C.F.R. Section 76.66

Signature: 

Name/Title: Gene Purcell, Executive Director



August 25, 2014

Gene Purcell
Executive Director
WHWC-TV
3319 West Beltline Highway
Madison, WI 53713

**Re: Mandatory Carriage Election
WHWC – La Crosse-Eau Claire DMA**

Dear Mr. Purcell:

We received WHWC's letter, postmarked August 18, 2014, electing mandatory carriage for the upcoming election cycle commencing on January 1, 2015 and ending on December 31, 2017. Please note that, except with respect to multicast channels licensed to Alaska or Hawaii, mandatory carriage laws only apply to primary channels. Therefore, your election is rejected consistent with federal guidelines.

Sincerely,

A handwritten signature in cursive script, reading "Teresa Cain".

Teresa Cain
Sr. Program Manager
Programming Dept.



September 25, 2014

Terrence M. Baun
WHWC-TV
3319 West Beltline Highway
Madison, WI 53713-9746

**Re: Mandatory Carriage Election
WHWC – La Crosse-Eau Claire DMA**

Dear Mr. Baun:

We received WHWC's letter postmarked September 3, 2014, electing mandatory carriage for the upcoming election cycle commencing on January 1, 2015 and ending on December 31, 2017. It is our understanding that multiple affiliates assigned to this DMA, including your station, carry duplicate content. As such, your election is rejected on this basis pursuant to federal regulations.

If you have information to demonstrate non-duplication, such as monthly programming schedules, please forward the programming schedules for each station to DISH Programming, attention Teresa Cain (teresa.cain@dish.com) and we will be pleased to consider such information.

Sincerely,

A handwritten signature in cursive script, appearing to read "Teresa Cain", is written over a horizontal line.

Teresa Cain
Sr. Program Manager
Programming Dept.



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DBS ELECTION NOTICE

CALL LETTERS	COMMUNITY OF LICENSE	DMA
WLEF-TV	PARK FALLS, WI	WAUSAU-RHINELANDER DMA
DTV CHANNEL (OVER THE AIR)	PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1)	LICENSEE NAME
36	36.1	STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

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Email: terry.baun@ecb.org

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For further information, please contact:

Name: Gene Purcell
Address: 3319 West Beltline Highway
Madison, WI 53713

Phone: 608.264.9666
Email: gene.purcell@ecb.org

The Licensee provides this Election Notice pursuant to 47 C.F.R. Section 76.66

Signature: _____

Name/Title: Gene Purcell, Executive Director



August 25, 2014

Gene Purcell
Executive Director
WLEF-TV
3319 West Beltline Highway
Madison, WI 53713

**Re: Mandatory Carriage Election
WLEF – Wausau-Rhinelanders DMA**

Dear Mr. Purcell:

We received WLEF's letter, postmarked August 18, 2014, electing mandatory carriage for the upcoming election cycle commencing on January 1, 2015 and ending on December 31, 2017. Please note that, except with respect to multicast channels licensed to Alaska or Hawaii, mandatory carriage laws only apply to primary channels. Therefore, your election is rejected consistent with federal guidelines.

Sincerely,

A handwritten signature in cursive script that reads "Teresa Cain".

Teresa Cain
Sr. Program Manager
Programming Dept.



September 25, 2014

Terrence M. Baun
WLEF-TV
3319 West Beltline Highway
Madison, WI 53713-9746

**Re: Mandatory Carriage Election
WLEF – Wausau-Rhinelanders DMA**

Dear Mr. Baun:

We received WLEF's letter postmarked September 3, 2014, electing mandatory carriage for the upcoming election cycle commencing on January 1, 2015 and ending on December 31, 2017. It is our understanding that multiple affiliates assigned to this DMA, including your station, carry duplicate content. As such, your election is rejected on this basis pursuant to federal regulations.

If you have information to demonstrate non-duplication, such as monthly programming schedules, please forward the programming schedules for each station to DISH Programming, attention Teresa Cain (teresa.cain@dish.com) and we will be pleased to consider such information.

Sincerely,

A handwritten signature in black ink, appearing to read "Teresa Cain". The signature is fluid and cursive, with a horizontal line extending from the end of the name.

Teresa Cain
Sr. Program Manager
Programming Dept.



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DBS ELECTION NOTICE

CALL LETTERS	COMMUNITY OF LICENSE	DMA
WPNE-TV	GREEN BAY, WI	GREEN BAY-APPLETON DMA
DTV CHANNEL (OVER THE AIR)	PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1)	LICENSEE NAME
42	38.1	STATE OF WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

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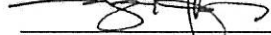
Name: Terrence M. Baun
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Email: terry.baun@ecb.org

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For further information, please contact:

Name: Gene Purcell
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Madison, WI 53713
Phone: 608.264.9666
Email: gene.purcell@ecb.org

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Signature: 

Name/Title: Gene Purcell, Executive Director



August 25, 2014

Gene Purcell
Executive Director
WPNE-TV
3319 West Beltline Highway
Madison, WI 53713

**Re: Mandatory Carriage Election
WPNE – Green Bay-Appleton DMA**

Dear Mr. Purcell:

We received WPNE's letter postmarked August 18, 2014, electing mandatory carriage. DISH Network accepts your election and looks forward to continued carriage of WPNE per federal must carry regulations for the election cycle commencing January 1, 2015.

DISH Network will carry WPNE's signal during the upcoming election cycle ending on December 31, 2017 as long as the station does not substantially duplicate the programming of any other station within the market and complies with all federal must carry regulations, including the delivery of a good quality signal to DISH Network's local receive facility.

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Teresa Cain
Sr. Program Manager
DISH Programming, Locals Operations