

DBS ELECTION NOTICE

CALL LETTERS	COMMUNITY OF LICENSE	DMA
WHLA-TV	LA CROSSE	LA CROSSE – EAU CLAIRE
DTV CHANNEL (OVER THE AIR)	PRIMARY CHANNEL (VIRTUAL CHANNEL, E.G., 15.1)	LICENSEE NAME
30 TRANSITIONING TO 15 IN PHASE 2 OF REPACK	31.1	STATE OF WISCONSIN – EDUCATIONAL COMMUNICATIONS BOARD

This DBS Election Notice is sent this 22nd day of August, 2017 via Certified Mail/Return Receipt Requested (Receipt Number _____) to the following DBS Operator (check one):

☒ X _____ DirecTV, Inc. 2260 East Imperial Highway, Mail Stop: N321, El Segundo,
CA 90245, Attn: Local-into-Local Elections,

_____ Teresa Cain, Local Programming Operations, DISH Network,
9601 South Meridian Blvd., Englewood, CO 80112

With respect to carriage in the above-listed DMA(s) by the above-listed DBS Operator between January 1, 2018, and December 31, 2020, 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: Gene Purcell – Executive Director
Address: 3319 W. Beltline Highway
Madison, WI 53713-4296

Phone: (608) 264-9666
Email: gene.purcell@ecb.org

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