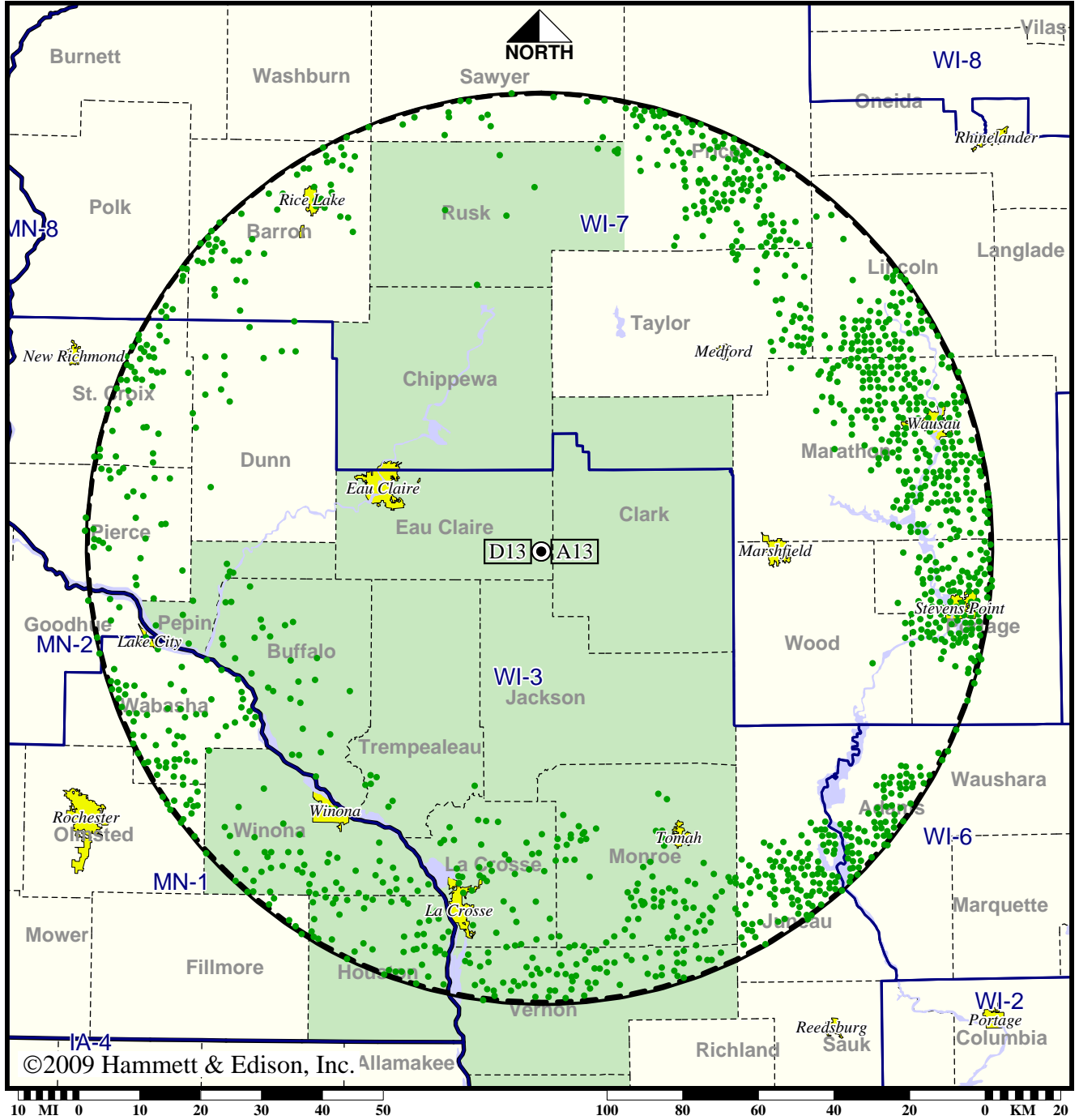


Station WEAU-TV • Analog Channel 13, DTV Channel 13 • Eau Claire, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 22.9 kW ERP at 611 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 607 m HAAT, Network: NBC

Market: La Crosse-Eau Claire, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage

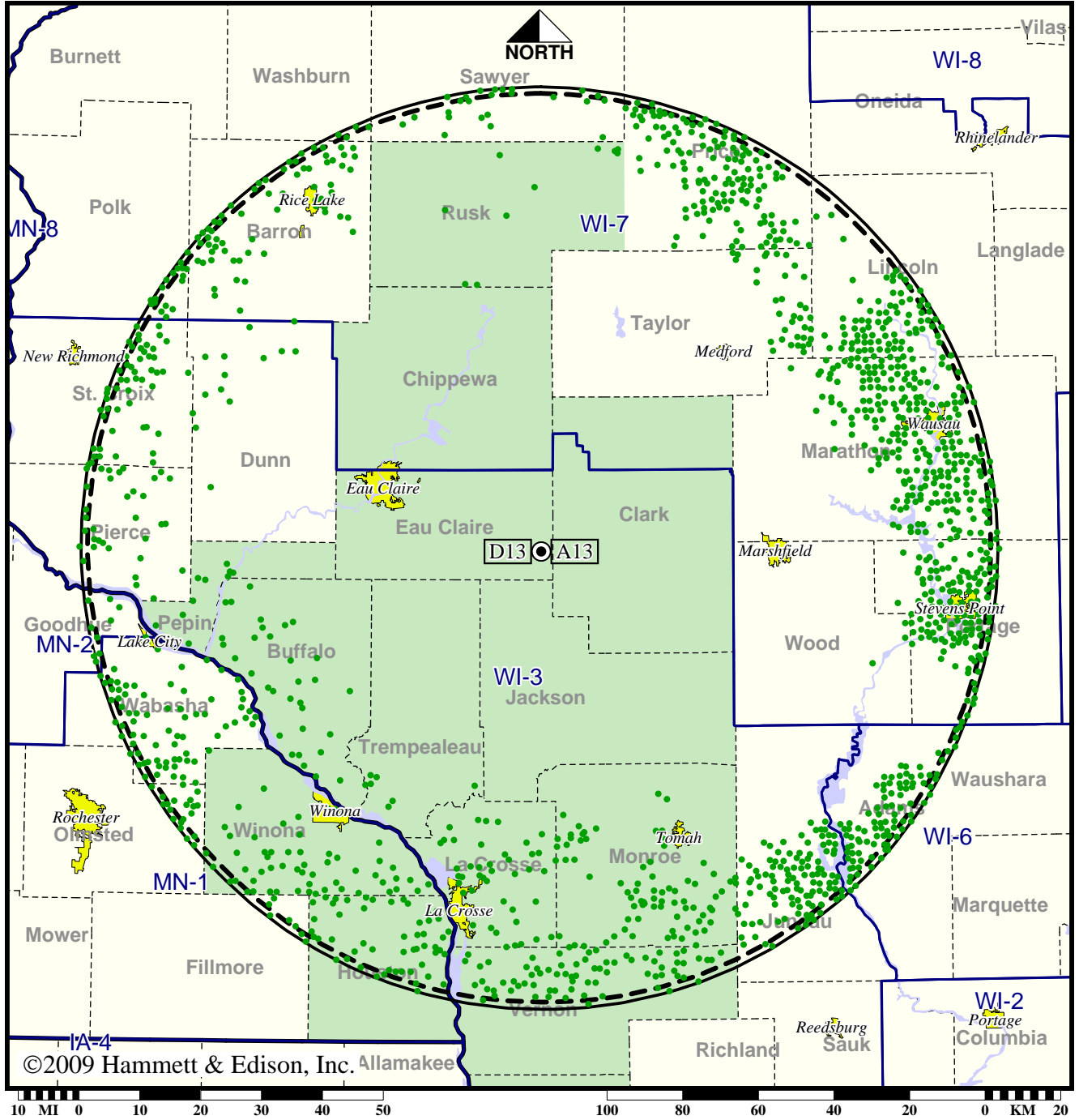
Analog service	625,961 persons
Digital service	826,137
Analog loss	0
Digital gain	200,176
Net gain	200,176

Station WEAU-TV • Analog Channel 13, DTV Channel 13 • Eau Claire, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 26.0 kW ERP at 611 m HAAT, Network: NBC  
 vs. Analog (dashed): 316 kW ERP at 607 m HAAT, Network: NBC

Market: La Crosse-Eau Claire, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage

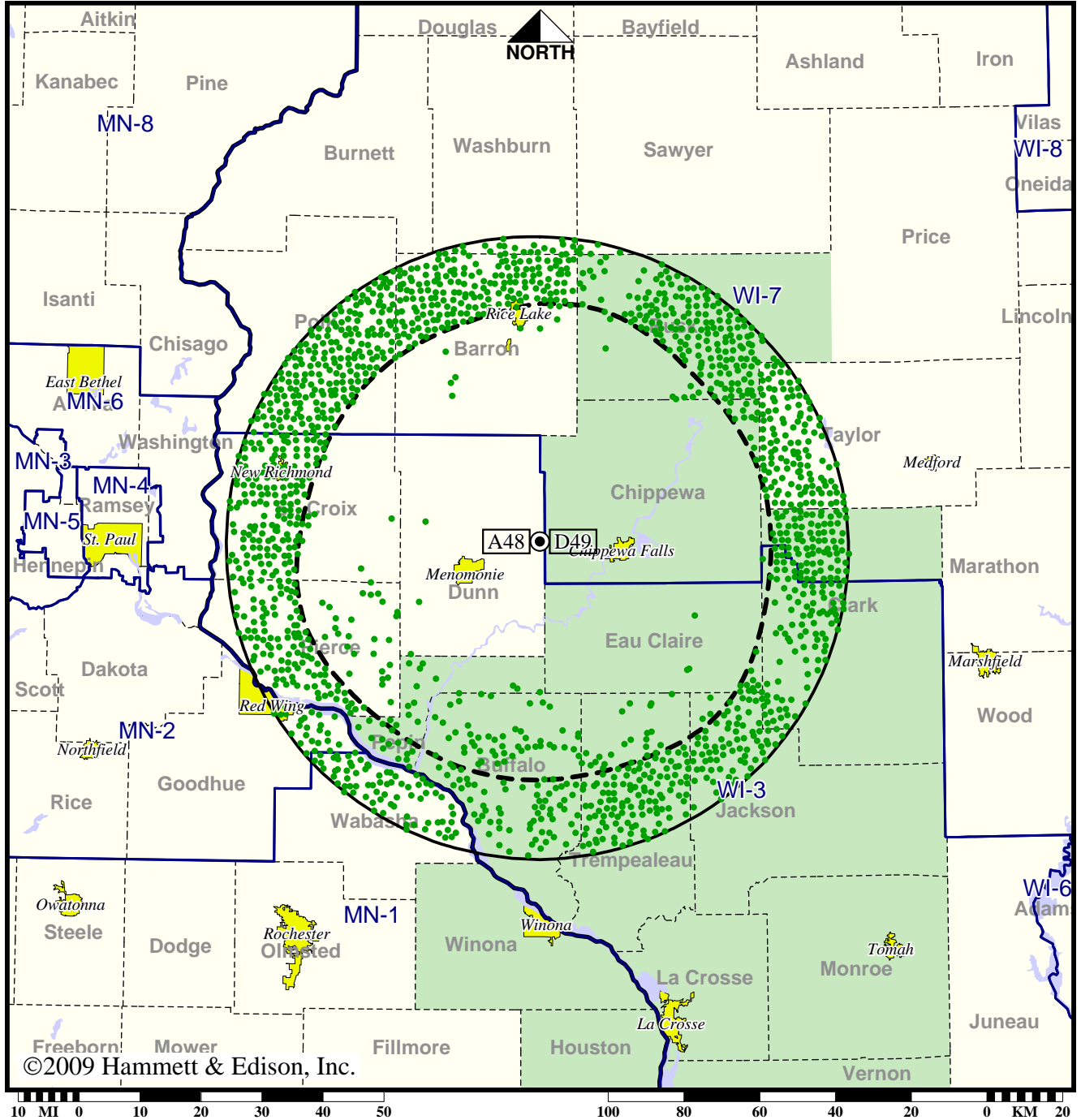
Analog service	625,961 persons
Digital service	838,235
Analog loss	0
Digital gain	212,274
Net gain	212,274

TV Station WEUX • Analog Channel 48, DTV Channel 49 • Chippewa Falls, WI

Expected Operation on June 13: Appendix B Facility

Digital Appendix B (solid): 1000 kW ERP at 203 m HAAT, Network: Fox  
 vs. Analog (dashed): 1510 kW ERP at 213 m HAAT, Network: Fox

Market: La Crosse-Eau Claire, WI



● Coverage gained after DTV transition  
 No symbol = no change in coverage

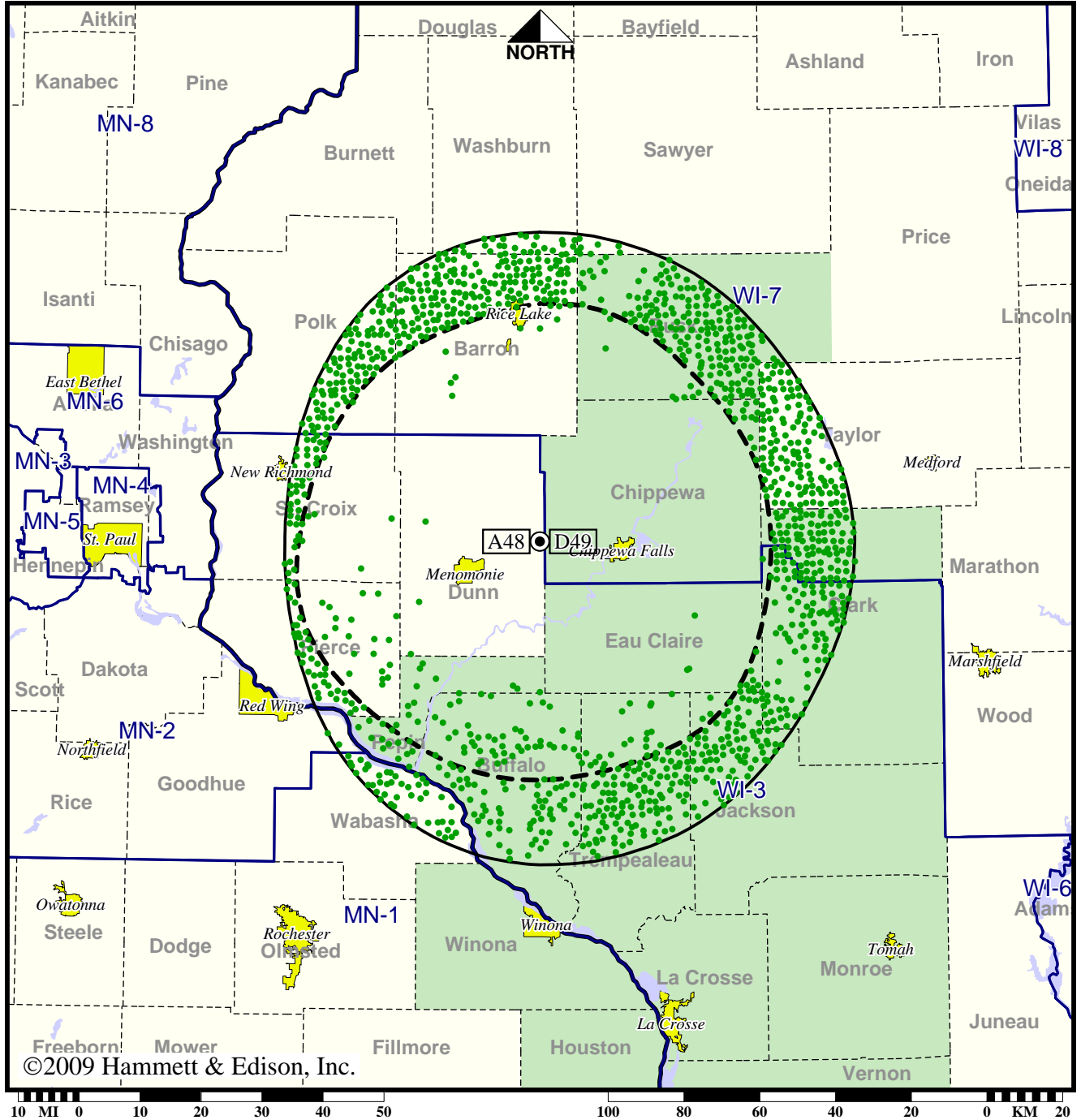
Analog service	260,478 persons
Digital service	379,703
Analog loss	0
Digital gain	119,225
Net gain	119,225

TV Station WEUX • Analog Channel 48, DTV Channel 49 • Chippewa Falls, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 223 m HAAT, Network: Fox  
 vs. Analog (dashed): 1510 kW ERP at 213 m HAAT, Network: Fox

Market: La Crosse-Eau Claire, WI



● Coverage gained after DTV transition  
 No symbol = no change in coverage

Analog service	260,478 persons
Digital service	333,421
Analog loss	0
Digital gain	72,943
Net gain	72,943

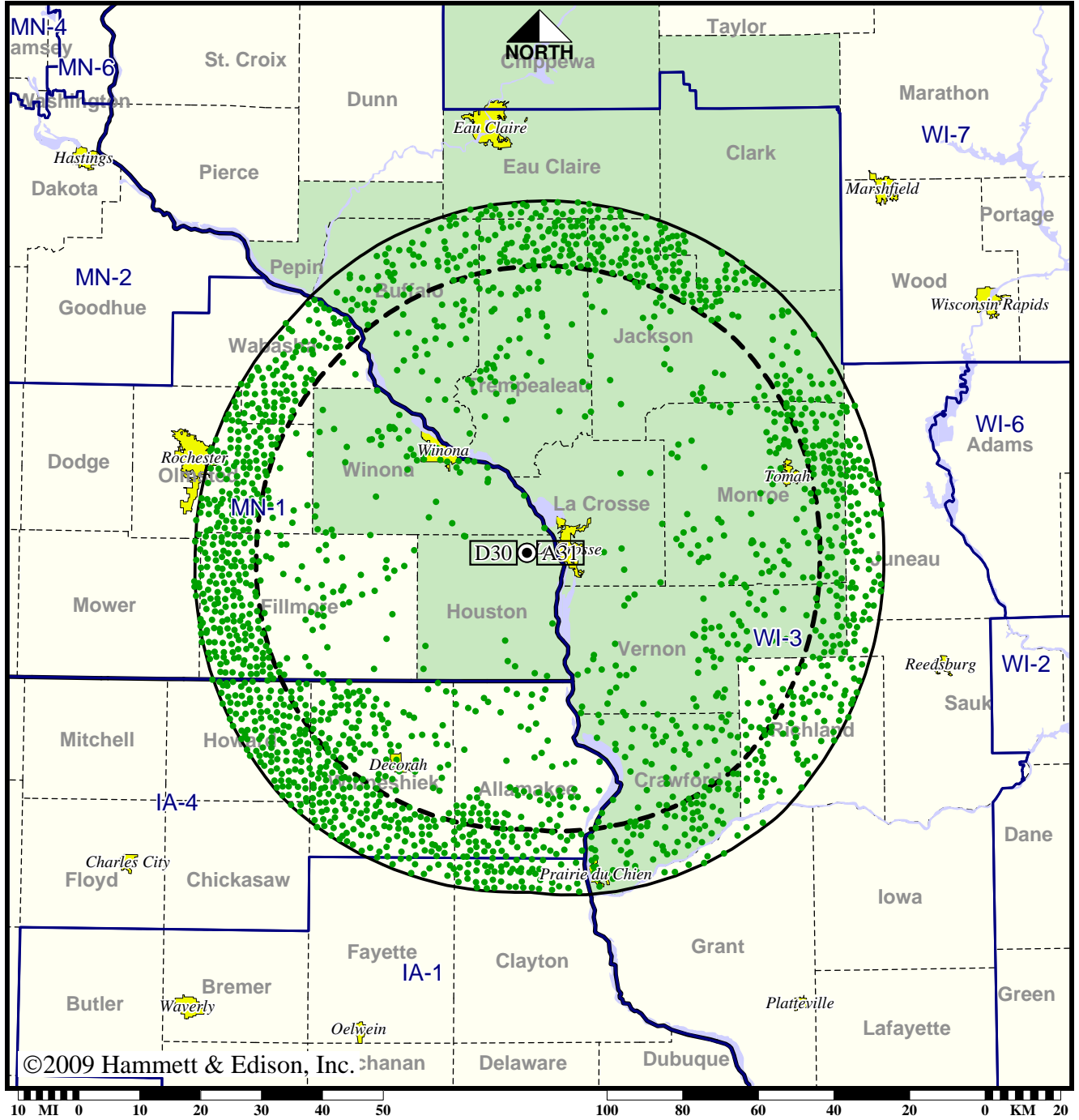
BMPCDT-20080619AJP  
 WEUX Digital CP

Station WHLA-TV • Analog Channel 31, DTV Channel 30 • La Crosse, WI

Expected Operation on June 13: Licensed

Digital License (solid): 308 kW ERP at 345 m HAAT, Network: PBS  
 vs. Analog (dashed): 1170 kW ERP at 345 m HAAT, Network: PBS

Market: La Crosse-Eau Claire, WI



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● Coverage gained after DTV transition  
 No symbol = no change in coverage

Analog service	284,400 persons
Digital service	403,344
Analog loss	0
Digital gain	118,944
Net gain	118,944

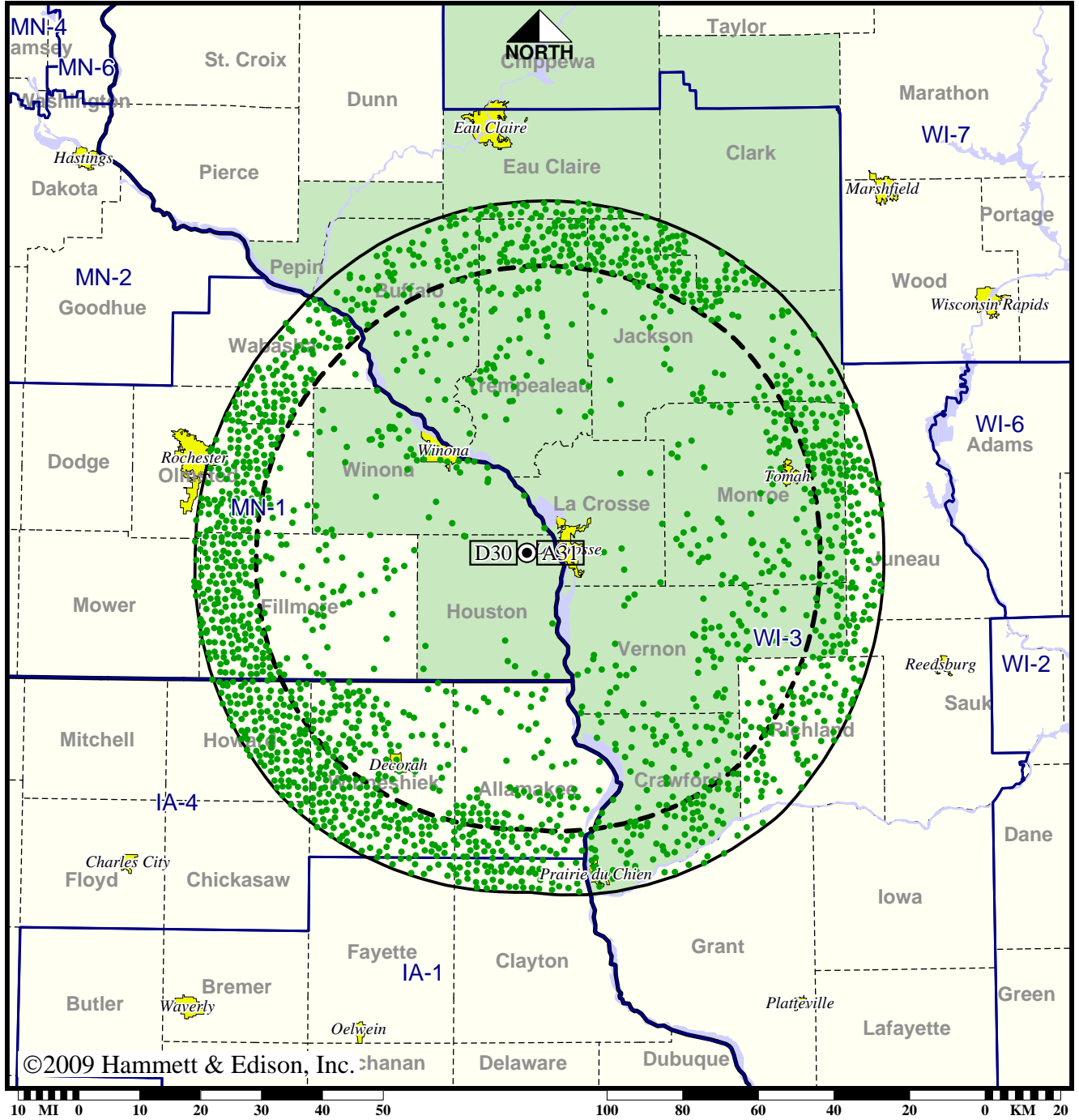


Station WHLA-TV • Analog Channel 31, DTV Channel 30 • La Crosse, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 308 kW ERP at 345 m HAAT, Network: PBS  
 vs. Analog (dashed): 1170 kW ERP at 345 m HAAT, Network: PBS

Market: La Crosse-Eau Claire, WI



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10 MI 0 10 20 30 40 50 100 80 60 40 20 0 KM 20

● Coverage gained after DTV transition  
 No symbol = no change in coverage

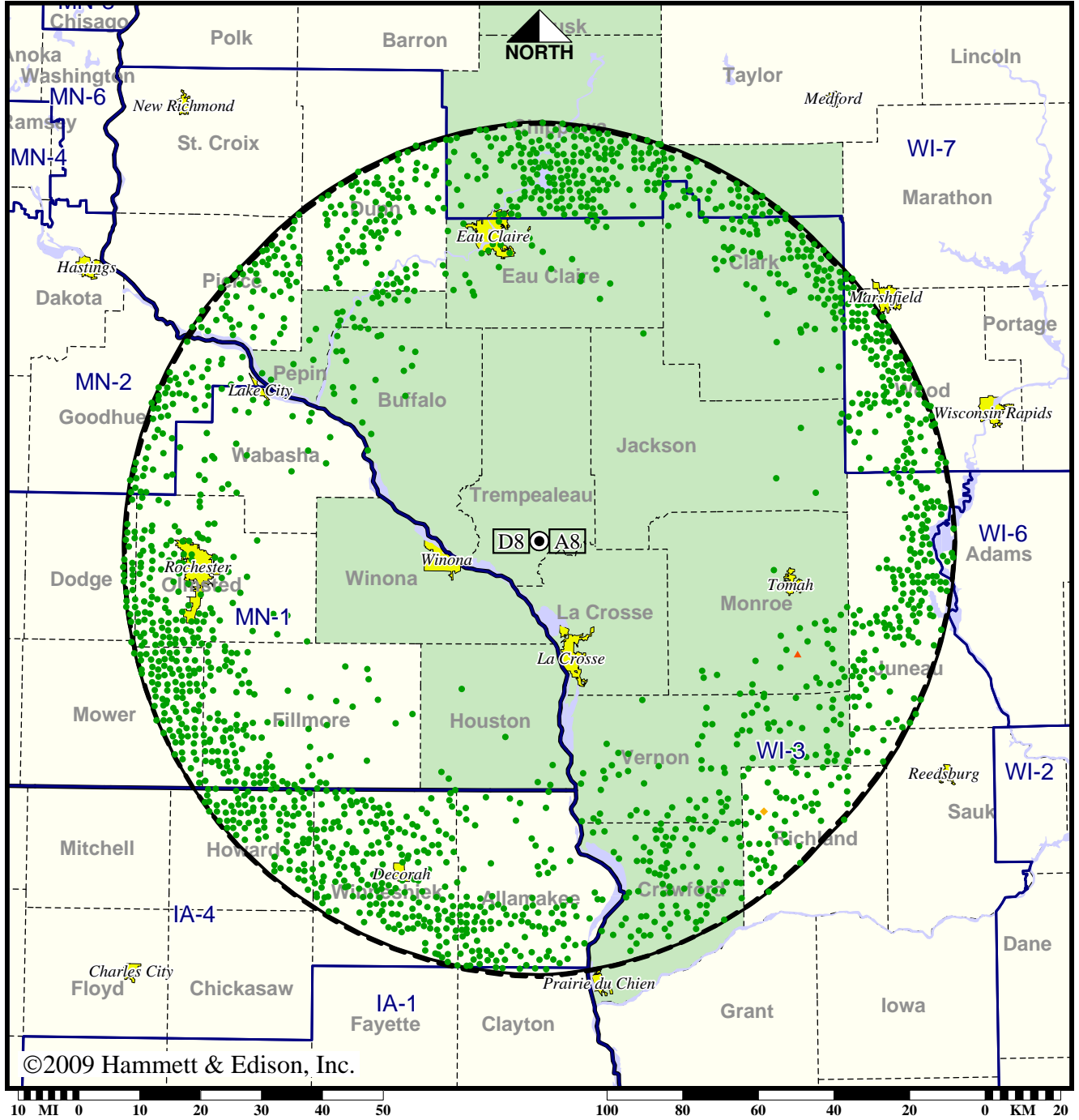
Analog service	284,400 persons
Digital service	403,344
Analog loss	0
Digital gain	118,944
Net gain	118,944

**TV Station WKBT • Analog Channel 8, DTV Channel 8 • La Crosse, WI**

**Expected Operation on June 13: Granted Construction Permit**

**Digital CP (solid): 20.3 kW ERP at 465 m HAAT, Network: CBS  
vs. Analog (dashed): 316 kW ERP at 469 m HAAT, Network: CBS**

**Market: La Crosse-Eau Claire, WI**



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

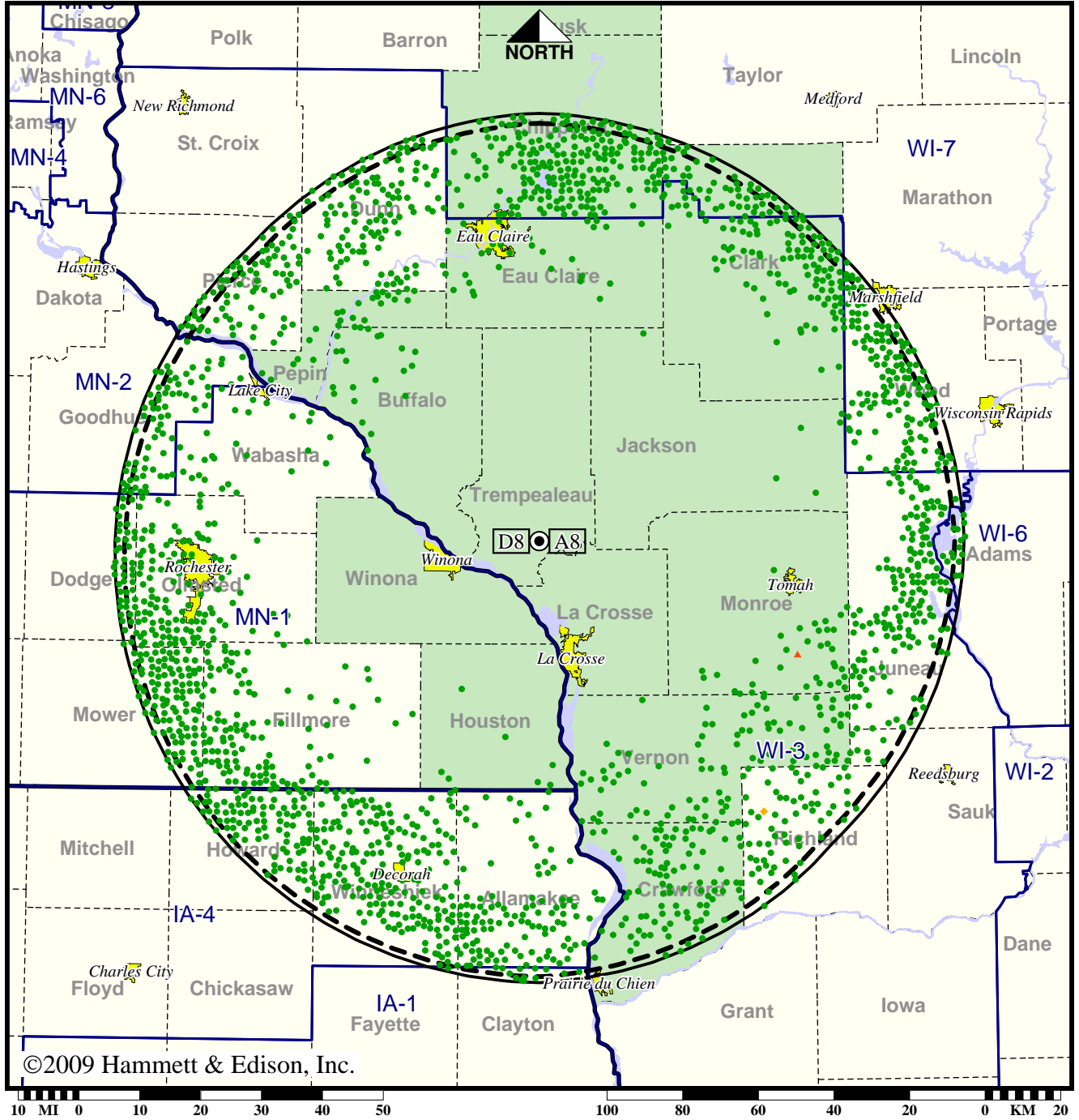
Analog service	521,352 persons
Digital service	685,483
Analog loss	17
Digital gain	164,148
Net gain	164,131

TV Station WKBT • Analog Channel 8, DTV Channel 8 • La Crosse, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 25.7 kW ERP at 465 m HAAT, Network: CBS  
 vs. Analog (dashed): 316 kW ERP at 469 m HAAT, Network: CBS

Market: La Crosse-Eau Claire, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Analog service	521,352 persons
Digital service	699,697
Analog loss	17
Digital gain	178,362
Net gain	178,345

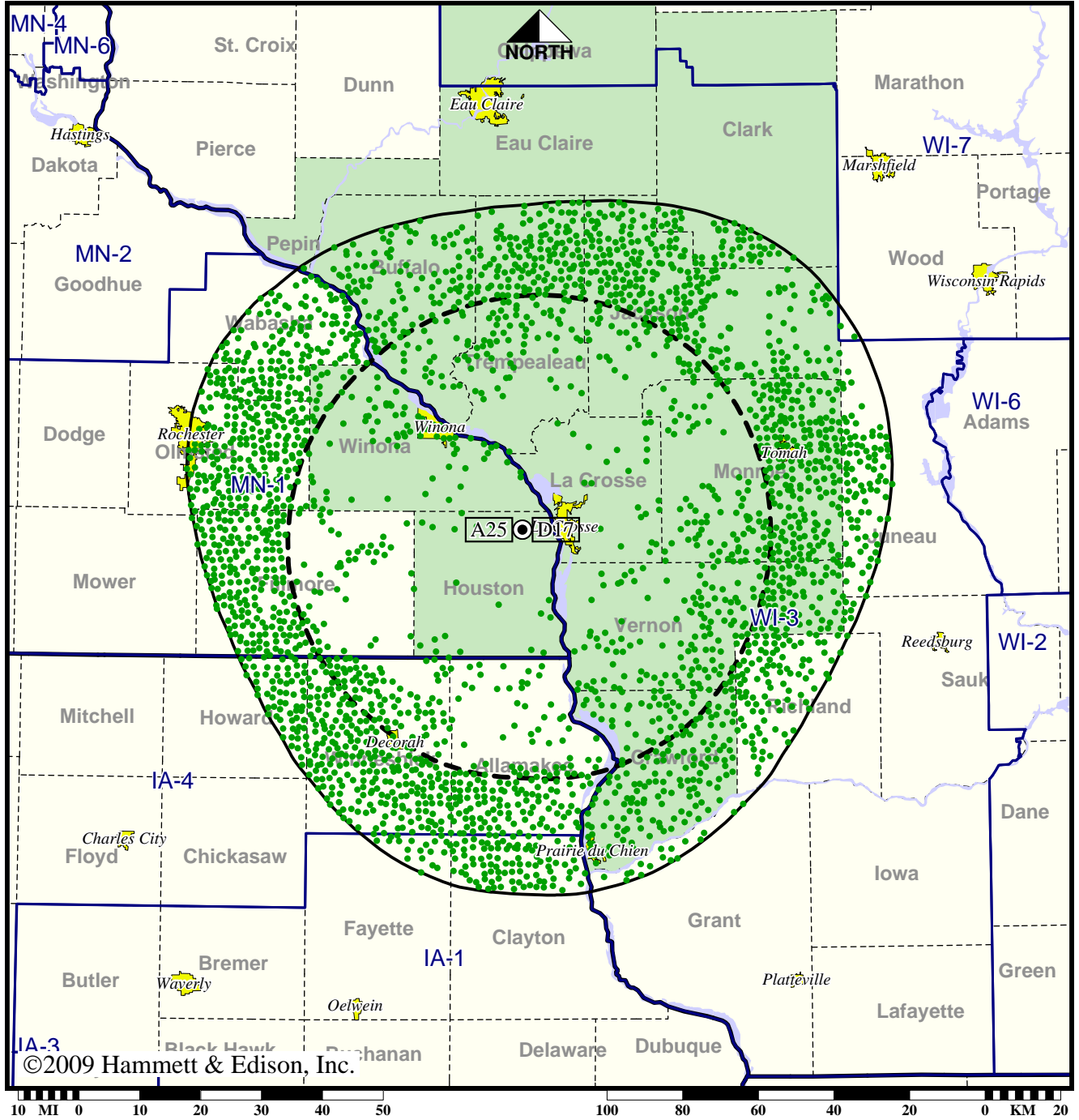


**TV Station WLAX • Analog Channel 25, DTV Channel 17 • La Crosse, WI**

**Expected Operation on June 13: Granted Construction Permit**

**Digital CP (solid): 852 kW ERP at 297 m HAAT, Network: Fox  
vs. Analog (dashed): 562 kW ERP at 306 m HAAT, Network: Fox**

**Market: La Crosse-Eau Claire, WI**



● Coverage gained after DTV transition  
No symbol = no change in coverage

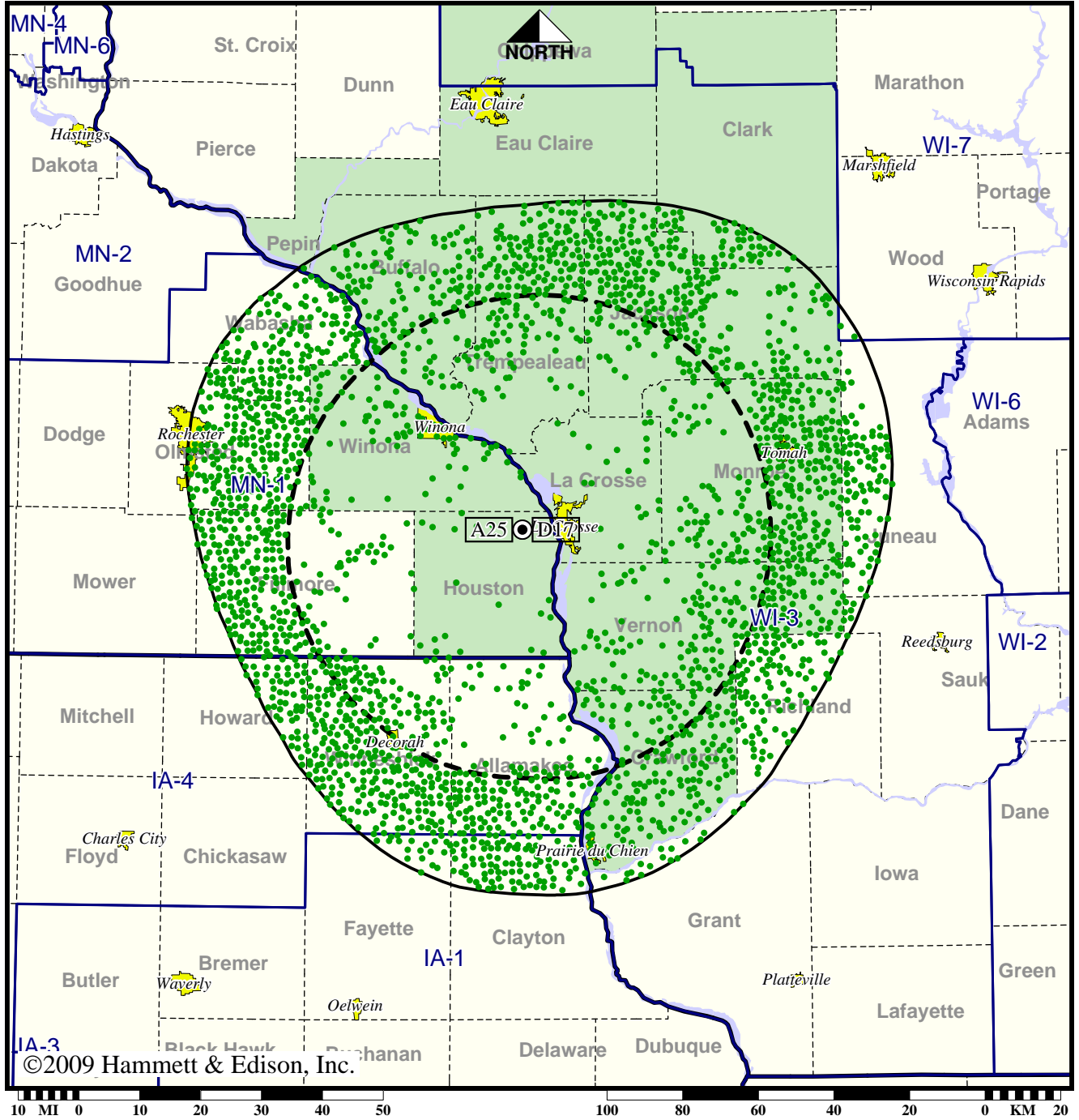
Analog service	215,181 persons
Digital service	439,271
Analog loss	0
Digital gain	224,090
Net gain	224,090

TV Station WLAX • Analog Channel 25, DTV Channel 17 • La Crosse, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 852 kW ERP at 297 m HAAT, Network: Fox  
 vs. Analog (dashed): 562 kW ERP at 306 m HAAT, Network: Fox

Market: La Crosse-Eau Claire, WI



● Coverage gained after DTV transition  
 No symbol = no change in coverage

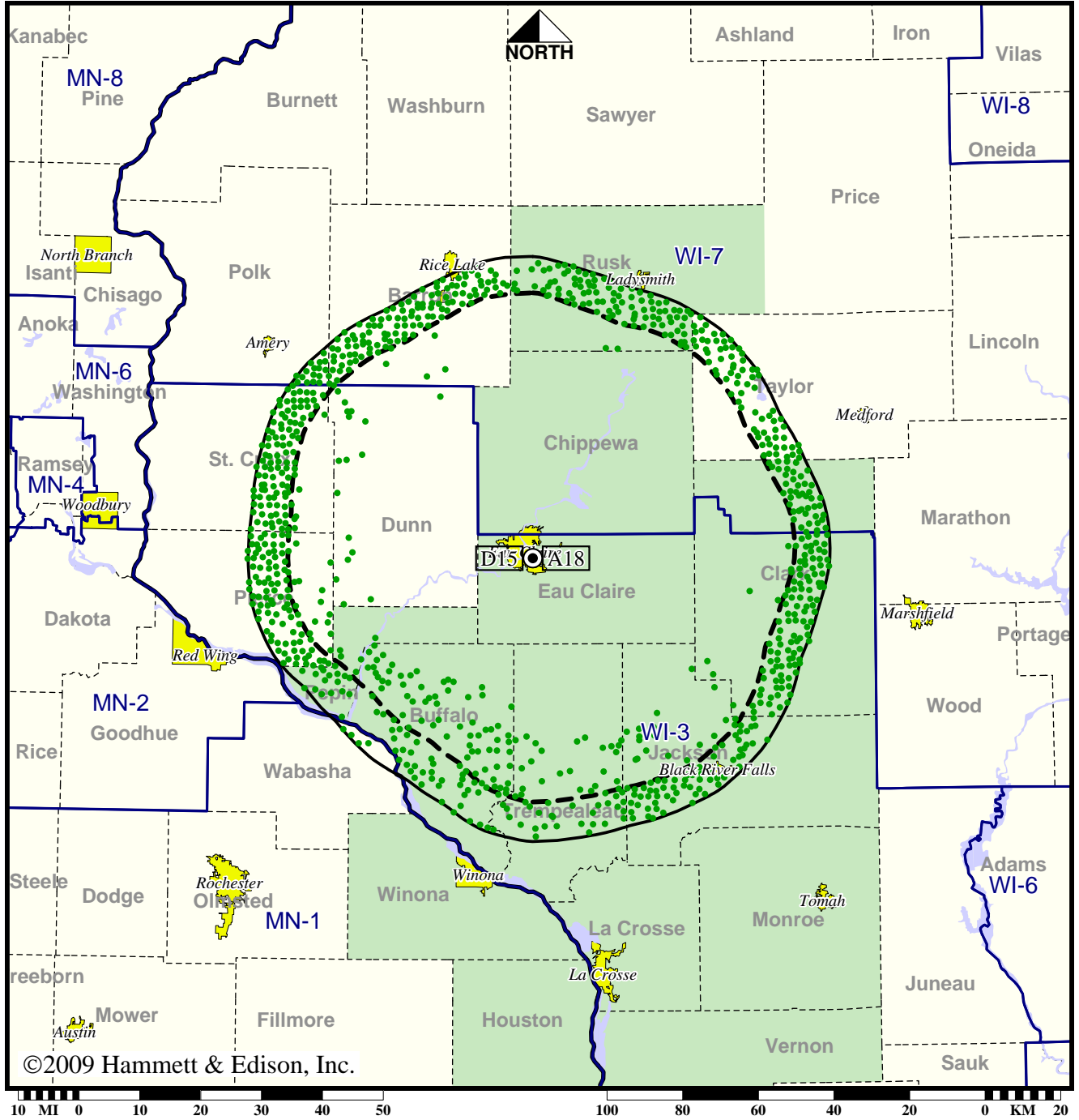
Analog service	215,181 persons
Digital service	438,968
Analog loss	0
Digital gain	223,787
Net gain	223,787

**Station WQOW-TV • Analog Channel 18, DTV Channel 15 • Eau Claire, WI**

**Expected Operation on June 13: Special Temporary Authorization**

**Digital STA (solid): 101 kW ERP at 280 m HAAT, Network: ABC  
vs. Analog (dashed): 912 kW ERP at 280 m HAAT, Network: ABC**

**Market: La Crosse-Eau Claire, WI**



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- Coverage gained after DTV transition
- No symbol = no change in coverage

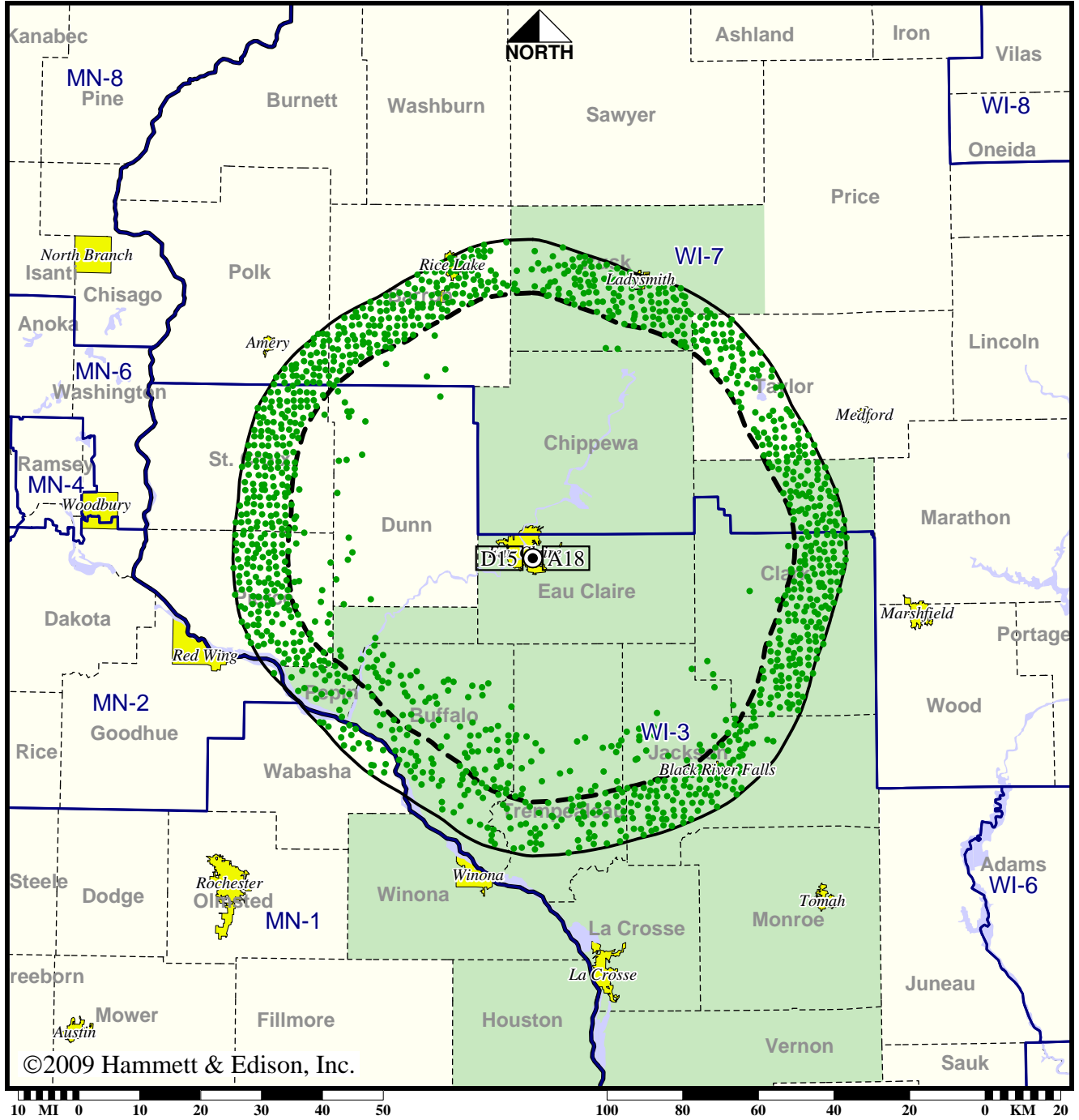
Analog service	244,617 persons
Digital service	302,619
Analog loss	0
Digital gain	58,002
Net gain	58,002

Station WQOW-TV • Analog Channel 18, DTV Channel 15 • Eau Claire, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 200 kW ERP at 280 m HAAT, Network: ABC  
 vs. Analog (dashed): 912 kW ERP at 280 m HAAT, Network: ABC

Market: La Crosse-Eau Claire, WI



● Coverage gained after DTV transition  
 No symbol = no change in coverage

Analog service	244,617 persons
Digital service	333,499
Analog loss	0
Digital gain	88,882
Net gain	88,882

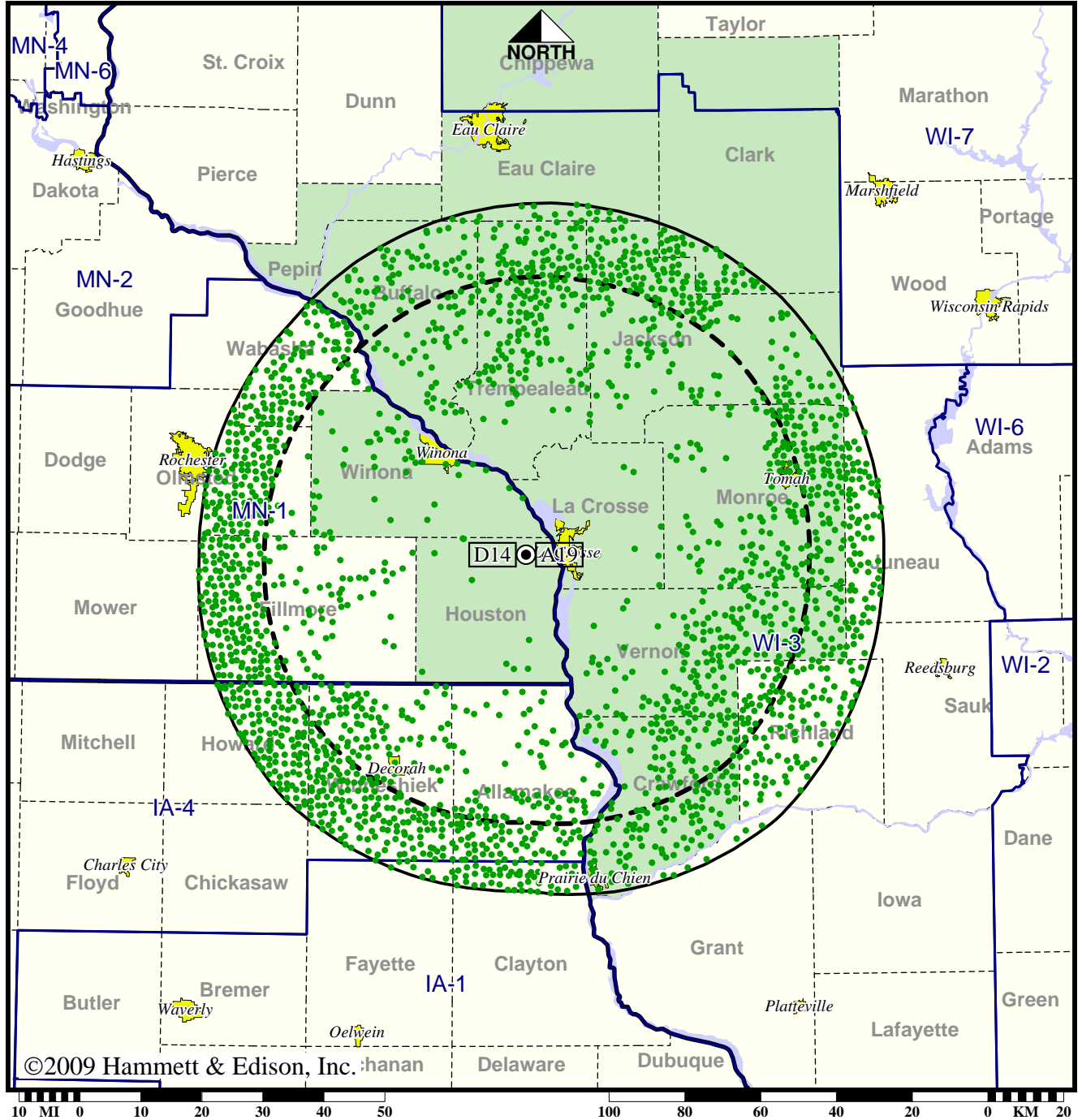


Station WXOW-TV • Analog Channel 19, DTV Channel 14 • La Crosse, WI

Expected Operation on June 13: Appendix B Facility

Digital Appendix B (solid): 250 kW ERP at 327 m HAAT, Network: ABC  
 vs. Analog (dashed): 631 kW ERP at 347 m HAAT, Network: ABC

Market: La Crosse-Eau Claire, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage

Analog service	263,098 persons
Digital service	398,416
Analog loss	0
Digital gain	135,318
Net gain	135,318

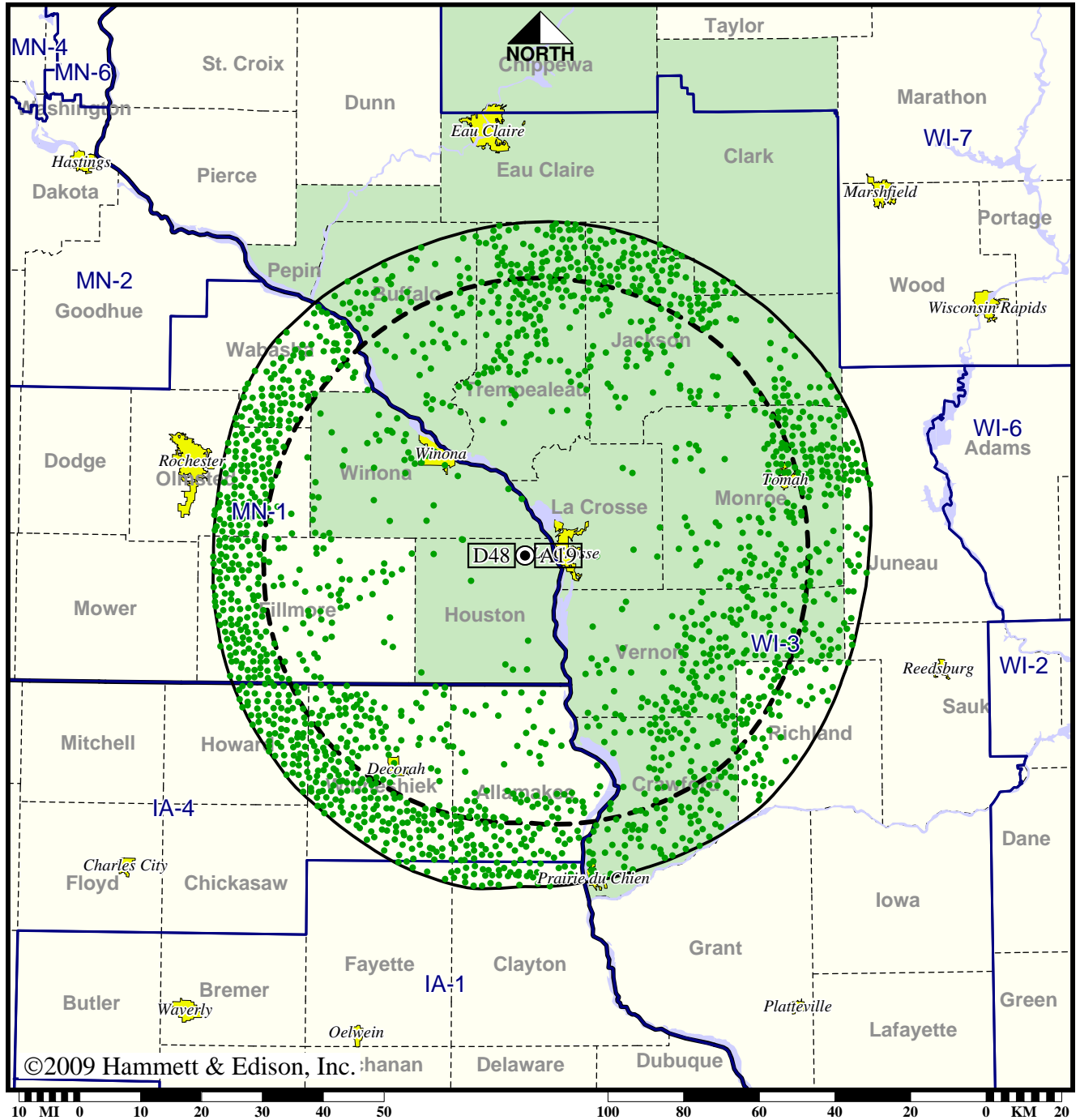


Station WXOW-TV • Analog Channel 19, DTV Channel 48 • La Crosse, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 371 kW ERP at 348 m HAAT, Network: ABC  
 vs. Analog (dashed): 631 kW ERP at 347 m HAAT, Network: ABC

Market: La Crosse-Eau Claire, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage

Analog service	263,098 persons
Digital service	375,971
Analog loss	0
Digital gain	112,873
Net gain	112,873