

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)	
)	
)	
Amendment of Section 73.622(i),)	MB Docket No. 08-156
Final DTV Table of Allotments,)	RM-11480
Television Broadcast Stations.)	
(La Crosse, Wisconsin))	

**REPORT AND ORDER
(Proceeding Terminated)**

Adopted: October 1, 2008

Released: October 6, 2008

By the Chief, Video Division, Media Bureau:

1. The Commission has before it a Notice of Proposed Rulemaking¹ issued in response to a petition for rulemaking filed by WXOW-WQOW Television, Inc. ("WXOW-WQOW"), the permittee of station WXOW-DT, DTV channel 14, La Crosse, Wisconsin, requesting the substitution of DTV channel 48 for channel 14 at La Crosse. WXOW-WQOW filed comments. No other comments were received.

2. We believe the public interest would be served by substituting DTV channel 48 for DTV channel 14. The potential for causing interference to land-mobile operations will be limited by this channel substitution. In addition, the proposed facility will increase the station's DTV service population by approximately 50,000 persons.

3. DTV channel 48 can be substituted for DTV channel 14 at La Crosse, Wisconsin as proposed, in compliance with the principle community coverage requirements of Section 73.625(a) of the Commission's rules, at coordinates 43-48-23 N. and 91-22-2 W. In addition, we find that this channel change meets the technical requirements set forth in Sections 73.616 and 73.623 of the Commission's rules with the following specifications:

City and State	DTV Channel	DTV Power	Antenna HAAT	DTV Service Pop.
		(kW)	(meters)	(thous.)
La Crosse, Wisconsin	48	200	348	380

4. Accordingly, pursuant to the authority contained in Sections 4(i), 5(c)(1), 303(g) and (r) and 307(b) of the Communications Act of 1934, as amended, and Sections 0.61, 0.204(b) and 0.283 of the Commission's rules, IT IS ORDERED, That effective 30 days after date of publication of this Report and Order in the Federal Register, the DTV Table of Allotments, Section 73.622(i) of the Commission's rules, IS AMENDED, with respect to the community listed below, to read as follows:

¹ La Crosse, Wisconsin, DA 08-1736 (released July 28, 2008).

<u>City and State</u>	<u>Channel No.</u>
La Crosse, Wisconsin	8, 17, *30, 48

5. IT IS FURTHER ORDERED, That within 45 days of the effective date of this Order, WXOW-WQOW Television, Inc. shall submit to the Commission a minor change application for a construction permit (FCC Form 301) specifying DTV channel 48 in lieu of DTV channel 14.

6. The Commission will send a copy of this Report and Order in a report to be sent to Congress and the Government Accountability Office pursuant to the Congressional Review Act, *see* 5 U.S.C. § 801(a)(1)(A).

7. IT IS FURTHER ORDERED, That this proceeding IS TERMINATED. .

8. For further information concerning the proceeding listed above, contact Joyce L. Bernstein, Media Bureau, (202) 418-1600

FEDERAL COMMUNICATIONS COMMISSION

Barbara A. Kreisman
Chief, Video Division
Media Bureau