

WISCONSIN ENERGY CORP  
Form 8-K  
October 13, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of report (Date of earliest event reported):

October 13, 2011

|                          |  |                                  |
|--------------------------|--|----------------------------------|
| Commission               | Registrant; State of Incorporation   | IRS Employer                     |
| File Number<br>001-09057 | Address; and Telephone Number<br>WISCONSIN ENERGY CORPORATION<br>(A Wisconsin Corporation)<br>231 West Michigan Street<br>P.O. Box 1331<br>Milwaukee, WI 53201<br>(414) 221-2345 | Identification No.<br>39-1391525 |

The name and address of the registrant has not changed since the last report.

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

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- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**WISCONSIN ENERGY CORPORATION**

**ITEM 7.01 REGULATION FD DISCLOSURE.**

Representatives of Wisconsin Energy Corporation will be conducting meetings with investors through October 31, 2011. Attached as Exhibit 99.1 are the presentation slides to be used at such meetings.

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

**99 Additional Exhibits**

99.1 Presentation slides

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**WISCONSIN ENERGY CORPORATION**  
(Registrant)

Date: October 13, 2011

/s/ STEPHEN P. DICKSON  
Stephen P. Dickson Vice President and

Controller