

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20080709AEI

Licensee
 LOUISIANA TELEVISION BROADCASTING

Call Sign WBRZ-TV	Facility Id 38616	Previous Call Sign (if applicable)
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Community of License

City	State	County	Zip Code
BATON ROUGE	LA	EAST BATON ROUGE	70802 -

Nielsen DMA BATON ROUGE	World Wide Web Home Page Address WWW.WBRZ.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2013
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)

<input checked="" type="checkbox"/> checkbox checked	2	
Analog		
<input checked="" type="checkbox"/> checkbox checked	13	
Digital		

Report reflects information for quarter ending: 06/30/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

<input checked="" type="checkbox"/> radio button not selected	Option One (A and D)	<input checked="" type="checkbox"/> radio button selected	Option Two (B and D)
<input checked="" type="checkbox"/> radio button not selected	Option Three (C and D)		

Over the past quarter, have you fully complied with the requirements of this option?

	<input checked="" type="checkbox"/> radio button selected	Yes
	<input checked="" type="checkbox"/> radio button not selected	No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?

	<input checked="" type="checkbox"/> radio button selected	Yes
	<input checked="" type="checkbox"/> radio button not selected	No

Application Purpose:

<input checked="" type="checkbox"/> radio button selected	DTV Education Report	
<input checked="" type="checkbox"/> radio button not selected	Amendment	File Number -

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16

transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	311
Total 5:00 a.m. to 1:00 a.m. CSTs	261
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	12
Total 6:00 a.m. to 9:00 a.m. CSTs	1
For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	
Total 6:00 p.m. to 11:35 p.m. CSTs	
For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	100
Total 5:00 p.m. to 10:35 p.m. CSTs	87
Comments: WBRZ IS DEDICATED TO OUR SERVICE IN THE PUBLIC INTEREST. ALTHOUGH NOT MANDATORY LA TELEVISION BROADCASTING HAS SUPPLEMENTED OUR MANDATED REQUIREMENTS BY AIRING AN ADDITIONAL 326, THIRTY SECOND ANNOUNCEMENTS ON WBTR. WE ARE ALSO INCLUDING VARIOUS ANNOUNCEMENTS ON OUR WEATHER CHANNEL WBRZ-DT2.3/COX CABLE 18.	

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs	6
Comments: WE AT WBRZ/LA TELEVISION BROADCASTING HAVE ALSO RUN AN ADDITIONAL ELEVEN, 30 MINUTE PROGRAMS ON WBTR.	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to

DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>

Comments:

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

radio button selected Yes

radio button not selected No

Comments:

WBRZ'S MORNING SHOW "2UNE-IN" HAD AN INTERVIEW SEGMENT WHICH AIRED MAY 20TH, APPROX 6:20AM WITH AN EXPERT FROM THE CONSUMER ELECTRONICS ASSOC WHICH DISCUSSED AND ANSWERED QUESTIONS RELATING TO THE CHANGE OVER.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

radio button selected Yes

radio button not selected No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

radio button selected Yes

radio button not selected No

Comments:

WBRZ.COM EXPLAINS ON A DEDICATED HDTV PAGE, THE MOVE TO DIGITAL TRANSMISSION IN A STRAIGHT FORWARD, EASY TO UNDERSTAND MANNER. IT ALSO EXPLAINS THE OPTIONS AVAILABLE TO VIEWERS TO "GET READY" FOR DTV. WE ALSO HAVE INCLUDED LINKS TO WWW.DTV2009.GOV, WWW.DTVANSWERS.COM, AND HAVE SUPPLIED THE TOLL FREE NUMBER TO APPLY FOR CONVERTER BOX COUPONS. THERE IS ALSO A LINK TO THE "DIGITAL TELEVISION TRANSITION AND PUBLIC SAFETY ACT OF 2005" FROM THE NTIA-NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION. YOU CAN ALSO SEE ACTUAL VIDEO ANNOUNCEMENTS RE: THE CHANGE, AND ACCESS PAST DOCUMENT #388 REPORTS FILED WITH THE FCC.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

checkbox not checked Speaking Engagements

Comments:

checkbox not checked Community Events

Comments:

<input type="checkbox"/> checkbox not checked	Other (describe)
Comments:	

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:
 WBRZ NEWS 2 IS ACTIVELY SEEKING AND REPORTING STORIES OF ANY DIGITAL NATURE SUCH AS APRIL 11TH WHEN WE REPORTED THAT RETAILERS; WALMART, BEST BUY AND OTHERS WERE FINED 3.9 MILLION DOLLARS FOR FAILING TO PROPERLY LABEL ANALOG TV'S. WE DO OPERATE IN THE PUBLIC INTEREST.

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing TRAFFIC MANAGER
Signature ROBERT K BERNARD	Date (mm/dd/yyyy) 07/09/2008

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