

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. -20081010BHC

Licensee
KNIGHT BROADCASTING OF BATON ROUGE LICENSE CORP.

Call Sign WVLA	Facility Id 70021	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
BATON ROUGE	LA	EBR PARISH	70810 - 1527

Nielsen DMA BATON ROUGE	World Wide Web Home Page Address WWW.NBC33TV.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"/> Analog	33	
<input checked="" type="checkbox"/> Digital	34	

Report reflects information for quarter ending: 09/30/2008

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

Option One (A and D) Option Two (B and D) Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option? Yes No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream? Yes No

Application Purpose:

<input checked="" type="radio"/> DTV Education Report	
<input type="radio"/> 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	245
Total 5:00 a.m. to 1:00 a.m. CSTs	270

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	60
Total 6:00 a.m. to 9:00 a.m. CSTs	0

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	0
Total 6:00 p.m. to 11:35 p.m. CSTs	0

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	55
Total 5:00 p.m. to 10:35 p.m. CSTs	118

Comments:
WE DID NOT RUN CST'S DURING THE 6:00 A.M. TO 9:00 A.M. PERIOD BECAUSE WE ARE IN NEWS AND THE TODAY SHOW.

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	0
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Comments:

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	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

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. Yes No

Comments:

ON SEPTEMBER 28, 2008, DAVID BLAZIER, INTERNET SOLUTIONS MANAGER FOR WVLA, APPEARED ON BATON ROUGE LAGNIAPPE, A HALF-HOUR COMMUNITY AFFAIRS PROGRAM PRODUCED IN-HOUSE, TO TALK ABOUT THE UPCOMING DTV TRANSITION. HE WAS INTERVIEWED FOR 4 MINUTES ABOUT HOW VIEWERS MAY OBTAIN THE CONVERTER BOX COUPON AND OTHER ASPECTS OF THE TRANSITION. HE STEERED VIEWERS TO OUR WEBSITE, WHERE THEY MAY FIND MORE ANSWERS AND NUMBERS TO CALL FOR MORE INFORMATION. IT AIRED FROM 6:30-7:00 A.M.

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> 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.	<input checked="" type="radio"/> Yes <input type="radio"/> No

Comments:
WE POSTED INFORMATION REGARDING THE TRANSITION ON OUR WEBSITE, WHICH INCLUDES FAQ'S AND HELPFUL LINKS TO GUIDE VIEWERS TO INFORMATION THEY CAN USE.

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.	

<input type="checkbox"/> Speaking Engagements
Comments:

<input type="checkbox"/> Community Events
Comments:

<input type="checkbox"/> 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:

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 PUBLIC SERVICE DIRECTOR
Signature ELAINE M. HARRISON	Date (mm/dd/yyyy) 10/10/2008

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