Federal Communications Commission Washington, D.C. 20554 — Approved by OMB 3060-1115 (February 2009)	FOR FCC USE ONLY
FCC 388 **DTV Quarterly Activity Station Report**	FOR COMMISSION USE ONLY FILE NO. -20090409ALP

Licensee
LESEA BROADCASTING OF NEW ORLEANS, INC.

Call Sign	Facility Id	Previous Call Sign (if applicable)
WHNO	37106	

Community of License

City	State	County	Zip Code
NEW ORLEANS	LA	ORLEANS	70130 -

Nielsen DMA	World Wide Web Home Page Address	Licensee Renewal Expiration Date (mm/dd/yyyy)
NEW ORLEANS	WWW.WHNO.COM	06/01/2013

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

☑ Analog	20
☑ Digital	21

Report reflects information for quarter ending: 03/31/2009

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:

◉ DTV Education Report	
○ Amendment	File Number -

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

Section A (For broadcasters electing Option One).

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	◉ Yes ○ No
Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?	◉ Yes ○ No

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:
WHNO AIRED AN INTERVIEW ON OUR 60-MINUTE PROGRAM, THE HARVEST SHOW, WITH ASSOCIATE CHIEF OF THE MEDIA BUREAU, BILL FREEDMAN, DISCUSSING THE TRANSITION TO DIGITAL AND HOW TO DETERMINE AS A VIEWER WHETHER OR NOT YOU WOULD BE AFFECTED. THIS INTERVIEW AIRED AT 8AM AND 8PM ON 1/29 AND A 3AM ON 1/30.

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	(•) Yes ( ) 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.	(•) Yes ( ) No

Comments:
WE HAVE A LINK ON OUR WEBSITE THAT EXPLAINS THE CONVERSION TO DIGITAL, ANSWERS SOME COMMONLY ASKED QUESTIONS, AS WELL AS A "COUNTDOWN TO DIGITAL" CLOCK LETTING OUR VIEWERS KNOW HOW LONG THEY HAD/HAVE UNTIL THIS CHANGE OCCURS.

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.	

☐ Speaking Engagements

Comments:

☐ Community Events

Comments:

☑ Other (describe)

Comments:
THE CERTIFICATION PROVIDED IN THIS REPORT FOR WHNO'S ANALOG CHANNEL APPLIES ONLY THROUGH JANUARY 16, 2009, WHEN THE STATION CEASED ANALOG TRANSMISSIONS UNDER FCC GUIDELINES. THE CERTIFICATION PROVIDED IN THIS REPORT FOR WHME'S DIGITAL CHANNEL APPLIES ONLY THROUGH MARCH 20, 2009, CONSISTENT WITH THE FCC'S MARCH 17TH REPORT AND ORDER IMMEDIATELY HALTING ALL DTV CONSUMER EDUCATION REQUIREMENTS FOR STATIONS THAT HAD PREVIOUSLY TRANSITIONED TO DIGITAL-ONLY OPERATIONS AS OF 2/17/2009.

WHNO CONSTRUCTED AND HAS BEEN OPERATING ITS CURRENT, LICENSED DIGITAL FACILITIES ON CHANNEL 21 SINCE APRIL, 2005. WHNO CEASED ANALOG OPERATIONS PURSUANT TO FCC GUIDELINES, AND IN DOING SO, COMPLETED ITS DIGITAL TRANSITION. IN JUNE, 2008, WHNO FILED A STILL-PENDING REQUEST WITH THE FCC TO SUBSTITUTE ITS POST-TRANSITION DIGITAL CHANNEL 21 FOR 20. IF GRANTED, WHNO WILL FILE AN APPLICATION TO MODIFY ITS CURRENT DIGITAL FACILITIES TO AUTHORIZE OPERATIONS ON CHANNEL 20.

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 GENERAL MANAGER
Signature DEAN POWERY	Date (mm/dd/yyyy) 04/09/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

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