FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to <u>all</u> station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)	WHNO	
Report reflects information for qu	uarter ending (mm/dd/yy)	03/31/08
Have you opted to comply with C	option One, Two, or Three (once elected, t	his 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 Yes No	fully complied with the requirements of t	his option?
Simulcasting		
Are you simulcasting on your An	alog channel and your primary Digital st	ream?
⊠ Yes □ No		
	If YES , complete only one form for both Analog channel and a second for your	, -

Call Sign	Channel	Numbers			(Communi	ity of	License	
				(City	Stat	e	County	Zip Code
WHNO	Analog Digital	20		New	Orleans	LA	L	Orleans	70130
Licensee LeSea Broadcasting of New Orleans, Inc.									
Above, circle the Char	nel Number	s) to which th	is form applies.		Nielsen DMA	W	Vorld	Wide Web Home Pa	ge Address
20 and 21			New Orleans	w	vww.v	whno.com			

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
37106		06/01/13

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 transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawl various times in any given day part, and at least one PSA and one crawl per day must be run during primer hours. On air education must not contain inaccurate or misleading statements and must be provided in the slanguage as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and clocaptioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom 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 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	veen 5:00 a.m. and 1:00 a.m. last quarter?
Total 5:00 a.m. to 1:00 a.m. PSAs	
Total 5:00 a.m. to 1:00 a.m. CSTs	
For informational purposes only, how many DTV PSAs at a.m. to 9:00 a.m.?	nd CSTs did your station run in the last quarter from 6:00
Total 6:00 a.m. to 9:00 a.m. PSAs	
Total 6:00 a.m. to 9:00 a.m. CSTs	
For stations located in the Eastern or Pacific Time Zone, the last quarter from 6:00 p.m. to 11:35 p.m. (must average	· · · · · · · · · · · · · · · · · · ·
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 Zon the last quarter from 5:00 p.m. to 10:35 p.m.(must average	e, how many DTV PSAs and CSTs did your station run in e at least 4 per week)?
Total 5:00 p.m. to 10:35 p.m. PSAs	
Total 5:00 p.m. to 10:35 p.m. CSTs	
Comments (add additional sheets where necessary):	

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-relat such program must be run between			
Total number of 30 Minute Inform	national Programs		
Comments (add additional sheets	where necessary):		
100-Day Countdown Eligible Piec	es – Last Quarter		
Beginning on November 10, 20 "Countdown to DTV" activities. day during the 100 days leading Day "Countdown to DTV" pieces of	Stations must execute up to February 17, 200	a minimum of one "Countdo	wn to DTV" on-air activity per
	Graphic Displays		
	Animated Graphics		
	Graphic and Audio Dis	plays	
	Longer Form Reminde	rs	
Comments (add additional sheets	where necessary):		

Section C (For Noncommercial broadcasters only)

once (See rules for additional details).				
Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?				
☐ Yes ☐ No				
30 Minute Educational Programs – Last Quarter				
How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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				
Comments (add additional sheets where necessary):				

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece

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 (add additional sheets where necessary): 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. X Yes □ No Comments (add additional sheets where necessary): 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 (add additional sheets where necessary): Community Events Comments (add additional sheets where necessary): Other (describe) Comments (add additional sheets where necessary): This comment box may be used to include other comments or information about your station's DTV activity over the last quarter. Comments (add additional sheets where necessary): WHNO began implementing the requirements when they became mandatory on 03/31/08 and aired no programs on DTV Viewer Education.

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
Sue D. Bosio	Office Manager
Signature	Date
	04/07/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/CR 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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995,44 U.S.C. 3507.