

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. -20090109AQN	
Licensee MINDEN TELEVISION COMPANY, LLC					
Call Sign KPXJ		Facility Id 81507		Previous Call Sign (if applicable)	
Community of License					
City		State	County	Zip Code	
MINDEN		LA	WEBSTER	71018 -	
Nielsen DMA SHREVEPORT		World Wide Web Home Page Address WWW.KPXJ21.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 06/01/2005	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input type="checkbox"/> Analog					
<input checked="" type="checkbox"/> Digital		21			
Report reflects information for quarter ending: 12/31/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input type="radio"/> Yes <input checked="" type="radio"/> 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	463
Total 5:00 a.m. to 1:00 a.m. CSTs	231

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	181
Total 6:00 a.m. to 9:00 a.m. CSTs	154
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	271
Total 5:00 p.m. to 10:35 p.m. CSTs	77
<p>Comments:</p> <p>THE NUMBERS IN THE ABOVE BOXES REFLECT THE ANNOUNCEMENT AND CRAWLS THAT AIRED ON KPXJ DURING THE 4TH QUARTER. MOST OF THE PUBLIC SERVICE ANNOUNCEMENT WERE PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS INFORMING VIEWERS OF THE 800 NUMBER TO CALL FOR INFORMATION ON THE TRANSITION, PROMOTING THE NAB WEB ADDRESS, WWW.DTVANSWERS.COM, AND EDUCATING VIEWERS ON THE TRANSITION DATE. THE CRAWLS THAT AIRED WERE INSERTED OVER PROGRAMMING AND STATED THE FOLLOWING MESSAGE "ON FEBRUARY 17, 2009, FULL POWER ANALOG BROADCASTING WILL END. THIS MEANS, BEGINNING FEBRUARY 17, 2009, IF YOU RECEIVE TELEVISION SIGNALS ONLY THROUGH AN ANTENNA, YOU MAY NO LONGER BE ABLE TO WATCH YOUR FAVORITE TELEVISION SHOWS. A DIGITAL CONVERTER BOX WILL PROVIDE UNINTERUPPTED VIEWING. FOR MORE INFORMATION ON THE CONVERTER BOX PROGRAM AND ON DIGITAL TELEVISION, GO TO KPXJ21.COM OR CALL 1-888-DTV-2009". PSA SCRIPTS ARE AVAILABLE IN THE KPXJ PUBLIC FILE.</p>	

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	1
<p>Comments:</p> <p>KPXJ DID AIR A TWO HOUR SPECIAL WITH DTV-RELATED INFORMATION TITLED "DTV AMERICA LIVE" ON OCTOBER 26TH FROM 4PM TO 6PM.</p>	

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?	
86	Graphic Displays
86	Animated Graphics
46	Graphic and Audio Displays

1	<i>Longer Form Reminders</i>
Comments: KPXJ BEGAN AIRING ITS COUNTDOWN CLOCK ON OCTOBER 7TH.	

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.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: DURING THE FOURTH QUARTER KPXJ AIRED 12 NEWS STORIES DURING ITS 9PM NEWS THAT FOCUSED ON THE DTV TRANSITION. THESE STORIES FOCUSED ON THE TRANSITION DATE, THE CHANGES VIEWERS WILL UNDERGO WITH THE TRANSITION, THE DTV HOTLINE # AS WELL AS THE CONVERTER BOX PROGRAM AVAILABLE TO CONSUMERS.	
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: KPXJ HAS A LINK ON ITS WEBSITE, KPXJ21.COM, TO INFORMATION THAT FOCUSES ON EDUCATING THE PUBLIC ON THE DTV TRANSITION. THE LINKED SITE PROVIDES AN HDTV COUNTDOWN CLOCK INFORMING VIEWERS OF THE TIME REMAINING PRIOR TO THE SWITCH. THE SITE ALSO PROVIDES NUMEROUS LINKS TO OTHER SITES THAT CAN ADDRESS COMMONLY ASKED QUESTIONS ABOUT THE TRANSITION-SITES SUCH AS WWW.DTVANSWERS.COM.	
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 checked="" type="checkbox"/> Speaking Engagements Comments: DURING THE FOURTH QUARTER, KPXJ PERSONNEL SCHEDULED 11 SPEAKING ENGAGEMENTS TO LOCAL AND CIVIC GROUPS THROUGHOUT THE DMA. THE TOPIC ADDRESSED THE DTV CONVERSION DATE AND THE EFFECTS IT WILL HAVE ON VIEWERS. BROCHURES PRODUCED BY THE NAB WERE ALSO MADE AVAILABLE TO INTERESTED VIEWERS. THESE BROCHURES FOCUSED ON EDUCATING THE PUBLIC ON THE TRANSITION DATE, COVERTER BOXES, AND THE 800 NUMBER AS WELL AS ANSWERS TO COMMONLY ASKED QUESTIONS.	
<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 <i>Lauren Ostendorff</i>	Typed or Printed Title of Person Signing LAUREN OSTENDORFF
Signature LAUREN OSTENDORFF	Date (mm/dd/yyyy) 01/08/2009

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.

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

Federal Communications Commission

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Account number: 802744

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Successfully filed at Jan 9 2009 4:46PM

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