

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
<b>FCC 388</b>		FOR COMMISSION USE ONLY	
<b>DTV Quarterly Activity Station Report</b>		FILE NO. -20080710AHH	
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: 06/30/2008			
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	
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Application Purpose:</b>			
<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	268
Total 5:00 a.m. to 1:00 a.m. CSTs	243

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	67
Total 6:00 a.m. to 9:00 a.m. CSTs	29
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	119
Total 5:00 p.m. to 10:35 p.m. CSTs	63
<p>Comments:</p> <p>THE NUMBERS IN THE ABOVE BOXES REFLECT THE ANNOUNCEMENTS AND CRAWLS THAT AIRED ON KPXJ DURING THE 2ND QUARTER. MOST OF THE PUBLIC SERVICE ANNOUNCEMENTS 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 UNINTERRUPTED VIEWING. FOR MORE INFORMATION ON THE CONVERTER BOX PROGRAM AND ON DIGITAL TELEVISION, GO TO KPXJ21.COM OR CALL 1-888-DTV-2009."</p> <p>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	0
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

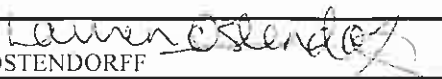
0	<i>Longer Form Reminders</i>
Comments:	

**Section D (For all broadcasters)**

<b>Additional DTV On-air Initiatives - Last Quarter</b>	
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 2ND QUARTER KPXJ AIRED 5 NEWS STORIES DURING ITS 7AM AND 9PM NEWS THAT FOCUSED ON THE DTV TRANSITION. THESE STORIES FOCUSED ON THE TRANSITION DATES, THE CHANGES VIEWERS WILL UNDERGO WITH THE TRANSITION, THE DTV HOTLINE # AS WELL AS THE CONVERTER BOX PROGRAM AVAILABLE TO CONSUMERS.	
<b>Station Website Additional Activity Related to the DTV Transition - Last Quarter</b>	
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.	
<b>Additional DTV Outreach Efforts -- Last Quarter</b>	
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:	
<b>This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.</b>	
Comments: IT IS OUR BELIEF THAT THE EDUCATIONAL PROGAM WHICH WE ARE FOLLOWING IS ASSISTING HOUSEHOLDS WITHIN THE KPXJ SERVICE AREA IN UNDERSTANDING THE PROCESS LEADING UP TO THE FINAL TRANSITION DATE. WE INTEND TO CONTINUE OUR EFFORTS AND TO DEAL WITH QUESTIONS MEMBERS OF OUR VIEWING AUDIENCE WILL HAVE.	

<b>Station Certification</b>
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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
Signature  LAUREN OSTENDORFF	PRESIDENT Date (mm/dd/yyyy) 07/10/2008

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).

**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.**

## **Federal Communications Commission**

**FCC MB - CDBS Electronic Filing**  
**Account number: 802744**

**Description: KPXJ 2ND QUARTER 2008 DTV ACTIVITY STATION REPORT**  
**Application Reference Number: 20080710AHH**  
**Successfully filed at Jul 10 2008 1:24PM**

**Based on the information supplied, no fee is required.**

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