

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. -

Licensee
 HOAK MEDIA OF ALEXANDRIA LICENSE, LLC

Call Sign KALB-TV	Facility Id 51598	Previous Call Sign (if applicable)
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Community of License			
City	State	County	Zip Code
ALEXANDRIA	LA	RAPIDES PARISH	71301 -

Nielsen DMA ALEXANDRIA LA	World Wide Web Home Page Address WWW.KALB.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	5	
<input checked="" type="checkbox"/> Digital	35	

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:

<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	472
Total 5:00 a.m. to 1:00 a.m. CSTs	189

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	68
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	194
Total 5:00 p.m. to 10:35 p.m. CSTs	48
Comments: KALB-TV TERMINATED THE ANALOG SIGNAL ON 2/16/09. PER THE FCC RULING MODIFICATION, WE CEASED THE DTV EDUCATION PSA'S AND CST'S ON 3/18/09.	

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 June 12, 2009.	
Total number of 30 Minute Informational Programs	0
Comments:	

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.	
392	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: KALB-TV TERMINATED THE ANALOG SIGNAL ON 2/16/09. PER THE FCC RULING MODIFICATION, WE CEASED THE "COUNTDOWN TO DTV" GRAPHIC DISPLAYS ON 3/18/09.	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
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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:
 1/21/09 (5, 6 & 10PM): NEWS STORY WITH DEMONSTRATION OF HOW TO SET-UP A CONVERTER BOX.
 2/4/09 (5, 6 & 10PM): NEWS STORY EXPLAINING THAT KALB-TV WILL BE TRANSITIONING ON
 2/16/09 EVEN THOUGH THE NATIONAL DTV SWITCH DATE HAS BEEN EXTENDED.
 2/9, 2/11 & 2/13 (6PM): NEWS STORY EXPLAINING THE SOFT TEST.
 2/13/09 (6PM): NEWS STORY THAT REVIEWS THE WEBSITE AND PHONE NUMBER TO ORDER A DTV COUPON.
 2/16/09 (5, 6 & 10PM): NEWS STORY WITH DEMONSTRATION OF HOW TO SET-UP A CONVERTER BOX AND TALKED WITH A LOCAL DTV PROFESSIONAL CONCERNING VIEWER QUESTIONS.

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 PROVIDED A GRAPHIC WITH A LINK ON THE FRONT PAGE. THE GRAPHIC SAYS "THE DIGITAL TRANSITION: WHAT YOU NEED TO KNOW ABOUT DTV". THERE WAS ALSO A COUNTDOWN WITH THE NUMBER OF DAYS, HOURS AND MINUTES UNTIL 2/17/09. THE LINK WENT TO THE DTVANSWERS.COM WEBSITE.

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:
 WE CONDUCTED SOFT-TESTS ON 2/9, 2/11 & 2/13 DURING THE 6PM NEWSCASTS FOLLOWING AN ANNOUNCEMENT OF THE SOFT TEST BY THE NEWS ANCHORS.
 ON 2/16/09, WE DEDICATED 20 MINUTES OF THE MORNING NEWSCAST TO REVIEWING VIEWER QUESTIONS SUBMITTED ON-LINE VIA KALB.COM. KENNY SIMPSON, A LOCAL DTV PROFESSIONAL, ANSWERED THE VIEWER QUESTIONS LIVE DURING THE 20 MINUTE SEGMENT.
 ON 2/16/09, WE DEDICATED THE ENTIRE 30 MINUTES OF THE NOON NEWSCAST TO DTV EDUCATION. WE REVIEWED THE PROCESS OF SETTING UP A CONVERTER AND ANTENNA PLACEMENT. WE ASKED VIEWERS TO CALL IN AND WE HAD A DTV PROFESSIONAL IN THE STUDIO TO ANSWER THE QUESTIONS LIVE ON THE AIR.
 ON 2/16/09, WE RAN A CRAWL THROUGHOUT THE DAY WITH A DEDICATED NUMBER TO CALL FOR DTV QUESTIONS. WE ASSIGNED 10 PEOPLE TO THE PHONE LINES THRU 2/19/09.
 ON 2/17/09, WE RAN NEWS STORIES IN THE MORNING NEWSCAST AND 5, 6 & 10PM NEWSCASTS ANNOUNCING THE DEDICATED PHONE NUMBER FOR DTV QUESTIONS.

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 PRESIDENT/GENERAL MANAGER
Signature LES GOLMON	Date (mm/dd/yyyy) 04/08/2009

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.