

WBRZ-TV
LICENSE RENEWAL EXHIBIT

Online Public Inspection File

Louisiana Television Broadcasting, LLC (“applicant” or “WBRZ”) has responded in the affirmative to the FCC online public inspection file certification (“OPIF”) that states: “Licensee certifies that the documentation required by 47 C.F.R. Section 73.3526 or 73.3527, as applicable, has been uploaded to the station’s public inspection file as and when required.” Out of an abundance of caution, the applicant wishes to note the following regarding several items that may be relevant to the foregoing certification (none of which constitutes a material deficiency in OPIF compliance).

- **Various EEO Public File Reports:** The applicant has a practice of preparing and uploading its annual EEO Public File Reports as soon as it is practicable to do so. As a result, some reports were uploaded several days before the end of the reporting period specified in the report, such as in years where the applicant knew with a high degree of certainty that no additional vacancies or interviews would occur in the brief period between the upload date and the end of the reporting period. Accordingly, each report contains information spanning the entire reporting period, notwithstanding the “early” upload of some of the reports.
- **Class of Time for Political Advertising:** The applicant has three classes of time available for purchase, each of which is disclosed in the relevant iteration of WBRZ’s political media kit. WBRZ provides its political media kit in response to all requests to purchase political advertising on the station, and further discusses the rate levels (and preemption risk if the immediately preemptible rate is chosen) with each advertiser. In turn, WBRZ’s contracts uploaded to the station’s online public file display in the “Sec” field the specific class of time purchased for each advertisement (i.e., the “Sec” field is filled with 1, 2, or 3, depending on which of the three classes specified in WBRZ’s political media kit is chosen). In January 2021, WBRZ discovered that the latest iteration of its political media kit had not been uploaded to the online political file. WBRZ has now uploaded that document. The applicant respectfully submits that the foregoing circumstance does not materially affect the station’s compliance with the online public inspection file rule given that the class of time was listed in the contracts uploaded to the station’s public file and that all political advertisers requesting advertising time received full disclosure as to the specifics of each of those classes of time.

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The applicant respectfully submits that the foregoing is not material to the station’s overall compliance with Section 73.3526 of the rules.

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