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**KWWL (TV)**

**PUBLIC INSPECTION FILE**

**DATE:** 7/11/08

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# Federal Communications Commission

**FCC MB - CDBS Electronic Filing**  
**Account number: 601799**

**Description: KWWL FCC FORM 388 06-30-08**  
**Application Reference Number: 20080710AUC**  
**Successfully filed at Jul 10 2008 6:05PM**

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

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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. -20080710AUC	
Licensee KWWL TELEVISION, INC.			
Call Sign KWWL	Facility Id 593	Previous Call Sign (if applicable)	
Community of License			
City WATERLOO	State IA	County BLACK HAWK	Zip Code 50703 -
Nielsen DMA CEDAR RAPIDS-WTRLO-IWC&DUB	World Wide Web Home Page Address WWW.KWWL.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 02/01/2014	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	7		
<input checked="" type="checkbox"/> Digital	55		
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 type="radio"/> Yes <input checked="" type="radio"/> No	
<b>Simulcasting:</b>			
Are you simulcasting on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input 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	217
Total 5:00 a.m. to 1:00 a.m. CSTs	247

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	18
Total 6:00 a.m. to 9:00 a.m. CSTs	42

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	85
Total 5:00 p.m. to 10:35 p.m. CSTs	51

Comments:

DURING THE SECOND QUARTER, KWWL EXCEEDED THE REQUIRED NUMBER OF TOTAL PSA'S AND CST'S. IN PARTICULAR, KWWL AIRED 39 MORE TOTAL CST'S THAN REQUIRED, ALTHOUGH BECAUSE OF CIRCUMSTANCES BEYOND ITS CONTROL DESCRIBED BELOW, KWWL FELL ONE SHORT OF THE NUMBER REQUIRED FOR THE HOURS BETWEEN 5:00PM AND 11:35PM.  
 KWWL AIRED CONTINUOUS COVERAGE OF AN EF-5 TORNADO THAT WAS LOCATED IN THE DMA ON MAY 25 FROM 4:00PM THROUGH 10:35PM.  
 KWWL WAS OFF AIR ON 6/11 FROM 6:00AM TO 2:00PM FROM LOSS OF POWER DUE TO FLOODING IN THE DMA.  
 KWWL AIRED CONTINUOUS COVERAGE OF DANGEROUS FLOODING ON 6/12/2008 FROM 3:00PM THROUGH MIDNIGHT; 6/13 FROM 5:00AM - MIDNIGHT; 6/14 FROM 7:00AM -3:00PM AND A SPECIAL INFORMATIONAL SHOW FROM 9:00PM -10:35PM.  
 ON 6/16, KWWL EXPERIENCED A FIRE IN OUR BASEMENT DUE TO A BROWN-OUT AND WAS OFF-AIR FROM 8:00PM TO 1:30AM.  
 GOING FORWARD, THE STATION WILL MEET THE QUARTERLY CST REQUIREMENT, AND IN THE NEXT QUARTER, IT WILL AIR MORE THAN THE REQUIRED NUMBER FOR THE HOURS BETWEEN 5:00PM AND 10:35PM.

**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
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	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
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 type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
<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: DTV ANSWERS NAVIGATION BAR LEADING TO "ALL ABOUT DTV" WITH LINKS, PHONE NUMBERS, E-MAIL AND INFORMATION ON DTV.	
<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 checked="" type="checkbox"/> Speaking Engagements Comments: 1. APRIL 10: BE HEALTHY, WEALTHY AND WISE, DUBUQUE, IA, 100+ ATTENDANCE 2. APRIL 14: HUDSON IOWA LIONS CLUB, 20 ATTENDANCE 3. APRIL 15: SENIOR LUNCH, SALVATION ARMY, 25 ATTENDANCE 4. MAY 14: JESUP IOWA LIONS CLUB, 80+ ATTENDANCE	
<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:	

<b>Station Certification</b>	
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 STATION MANAGER

Signature

KIMBERLY LEER

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).

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