

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20081008AII	
Licensee KWWL TELEVISION, INC.					
Call Sign KWWL		Facility Id 593		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
WATERLOO		IA	BLACK HAWK		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: 09/30/2008					
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	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input 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	283
Total 5:00 a.m. to 1:00 a.m. CSTs	411

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	17
Total 6:00 a.m. to 9:00 a.m. CSTs	67
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	80
Total 5:00 p.m. to 10:35 p.m. CSTs	146
Comments:	

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	2
Comments: 7/26/2008: DTV ANSWERS EDUCATIONAL 30 MINUTE PROGRAM RAN AT 5:00PM. 8/31/2008: DTV ANSWERS EDUCATIONAL 30 MINUTE PROGRAM RAN AT 12:00PM.	

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	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments:	

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:
 7/15/08: SCOTT FRIEDMAN (NBC NEWS)/MORNING SHOW (1:37) - DTV PROBLEMS: COMPLAINTS ABOUT THE GOVERNMENT COUPON PROGRAM DESIGNED TO HELP PEOPLE GET READY FOR THE SWITCH TO DIGITAL TV.
 8/22/08: MORNING SHOW (0:20) - IOWA'S SENATORS WANT THE GOVERNMENT TO REISSUE COUPONS FOR DIGITAL CONVERTER BOXES TO SEVERE WEATHER VICTIMS IN IOWA.
 9/8/08: NOON NEWSCAST (0:20) - OFFICIALS IN WILMINGTON, NC ARE PULLING THE PLUG ON ANALOG TELEVISION TODAY. WILMINGTON IS THE FIRST CITY IN THE NATION TO DO SO. IT IS AN EXPERIMENT BEFORE THE REST OF THE COUNTRY TRANSITIONS TO DIGITAL NEXT FEBRUARY.

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:
 DTV ANSWERS NAVIGATION BAR IS ON THE WEBSITE WHICH LEADS TO "ALL ABOUT DTV" PAGE WITH LINKS, PHONE NUMBERS, E-MAIL LISTINGS AND INFORMATION ABOUT DTV.

 A PERMANENT FAQ DEVELOPED BY THE STATION'S CHIEF ENGINEER TO ANSWER SOME BASIC QUESTIONS ABOUT DTV AND THE STATION'S SIGNAL IS ALSO POSTED TO THE 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:
 PUBLIC LIBRARY, ELDORA, IOWA - SEPTEMBER 4, 2008 AT 7:00PM.

 PUBLIC LIBRARY, WATERLOO, IOWA - SEPTEMBER 10, 2008 AT 7:00PM.

 PUBLIC LIBRARY, WATERLOO, IOWA - SEPTEMBER 13, 2008 AT 11:00AM.

Community Events

 Comments:

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	Typed or Printed Title of Person Signing STATION MANAGER
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Signature
KIMBERLY LEER

Date (mm/dd/yyyy)
10/08/2008

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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