

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -	
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: 12/31/2008					
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	334
Total 5:00 a.m. to 1:00 a.m. CSTs	367

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	27
Total 6:00 a.m. to 9:00 a.m. CSTs	70
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	83
Total 5:00 p.m. to 10:35 p.m. CSTs	87
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	3
Comments: 10/30/2008: DTV ANSWERS EDUCATIONAL 30 MINUTE PROGRAM RAN AT 5:00PM 11/2/2008: DTV ANSWERS EDUCATIONAL 30 MINUTE PROGRAM RAN AT 12:00PM 12/6/2008: DTV ANSWERS EDUCATIONAL 30 MINUTE PROGRAM RAN AT 1:00PM	

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?	
	<i>Graphic Displays</i>
53	<i>Animated Graphics</i>
99	<i>Graphic and Audio Displays</i>
	<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.)	<input checked="" type="radio"/> Yes <input type="radio"/> No

during the quarter? The comment box may be used to describe these initiatives.

Comments:
 10/9/2008 - NOON: PROBLEMS CONCERNING TV'S THAT RUN ON BATTERIES AND THE DTV SWITCH (:30)
 11/4/2008 - NOON: DTV TEST PREPARATION (:30)
 11/7/2008 - 5PM: DTV SIGNAL PROBLEMS (:12)
 11/10/2008 - 6PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (1:13)
 11/10/2008 - 10PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (:36)
 11/11/2008 - AM: DTV TRANSITION AND COUNTDOWN EXPLANATION (:36 AIRED TWICE)
 11/16/2008 - 5PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (2:42)
 11/16/2008 - 10PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (2:41)
 11/17/2008 - AM: DTV EXPLANATION OF TRANSITION AND COUPONS (3:01 AIRED TWICE)
 11/17/2008 - 6PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (1:58)
 11/17/2008 - 10PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (:26)
 11/18/2008 - AM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (1:58 AIRED TWICE)
 11/18/2008 - NOON: DTV TV PRICE CHANGE (:15)
 11/18/2008 - 6PM: DTV EXPLANATION OF TRANSITION AND CONVERTER BOXES (2:36)
 11/18/2008 - 10PM: DTV EXPLANATION OF TRANSITION AND CONVERTER BOXES (1:00)
 11/19/2008 - AM: DTV EXPLANATION OF TRANSITION AND TEST PREPARATION (2:52 AIRED TWICE)
 11/19/2008 - 5PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (1:01)
 11/19/2008 - 6PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (2:19)
 11/20/2008 - AM: TEST PREPARATION AND 'TIDBITS' OF INFORMATION (2:32 AIRED TWICE)
 11/20/2008 - NOON: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (3:15)
 11/20/2008 - 5PM: DTV TEST PREPARATION AND WHERE TO FIND WEB HELP (:51)
 11/20/2008 - 6PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (2:25)
 12/6/2008 - AM: DTV COUPON SCHEME (1:36 AIRED TWICE)
 12/9/2008 - NOON: DTV TEST PREPARATION (:16)
 12/12/2008 - AM: DTV COUPON SHORTAGE (:25 AIRED TWICE)
 12/12/2008 - NOON: DTV COUPON SHORTAGE (:30)
 12/17/2008 - AM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (:21)
 12/17/2008 - NOON: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (:30)
 12/17/2008 - 5PM: DTV EXPLANATION OF TRANSITION AND VIEWER INFORMATION (:26)
 12/17/2008 - 6PM: DTV TEST AND VIEWER INFORMATION (8:03)

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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' PAGE WITH LINKS, PHONE NUMBERS, E-MAIL LISTINGS AND INFORMATION ABOUT DTV, INCLUDING A VIDEO SERIES TO LEARN ABOUT THE SWITCH. A PERMANENT FAQ DEVELOPED BY OUR CHIEF ENGINEER TO ANSWER BASIC QUESTIONS ABOUT DTV AND OUR SIGNAL ALSO APPEARS ON 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:
 EVENT: IN-STUDIO TOUR
 LOCATION: KWWL STUDIO, WATERLOO, IOWA
 DATE/TIME: 10/16/2008 AT 1:30PM
 NUMBER IN ATTENDANCE: MEDIA CLASS OF 16

EVENT: MEDIA & MARKETING COLLEGE CLASS APPEARANCE
 LOCATION: WARTBURG COLLEGE, WAVERLY, IOWA
 DATE/TIME: 11/7/2008 AT 12:00PM
 NUMBER IN ATTENDANCE: 20+

<input type="checkbox"/> Community Events Comments:
<input checked="" type="checkbox"/> Other (describe) Comments: KWWL CONDUCTED A FIVE DAY DTV EDUCATION ON-AIR SPECIAL CONCLUDING WITH TWO ANALOG SHUTDOWN DTV TESTS NOVEMBER 16-20. SPECIAL NEWS REPORTS AIRED SUNDAY-THURSDAY WITH REPORTS ABOUT COUPONS, ANTENNAS, DTV CONVERTER BOXES AND THE HISTORY OF THE SWITCH. KWWL CONDUCTED THE TEST IN OUR NOON NEWS AND AGAIN IN OUR 6PM NEWS. KWWL OFFERED A PHONE BANK FOR QUESTIONS OPEN FROM 11AM THROUGH 9PM. KWWL CONDUCTED A SECOND TEST ON DECEMBER 15 (AS PART OF A STATEWIDE TEST). KWWL OFFERED A LOCAL PHONE BANK AND A STATE PHONE BANK WITH THE IOWA PUBLIC TELEVISION AND IOWA BROADCASTING ASSOCIATION.
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 KIMBERLY LEER	Typed or Printed Title of Person Signing STATION MANAGER
Signature <i>K Leer</i> KIMBERLY LEER	Date (mm/dd/yyyy) 01/06/2009

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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THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.