

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388		FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report		FILE NO. -	
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	BLACKHAWK	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 type="checkbox"/> Analog			
<input checked="" type="checkbox"/> Digital	7		
Report reflects information for quarter ending: 06/30/2009			
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, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73.§ 674(b)(5) for details)?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E			
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream stream?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
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 Countdown piece per day during the 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	87
Total 5:00 a.m. to 1:00 a.m. CSTs	71
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	7
Total 6:00 a.m. to 9:00 a.m. CSTs	5
For stations located in the Atlantic, 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 Alaskan, 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	18
Total 5:00 p.m. to 10:35 p.m. CSTs	40
Comments: THE STATION CEASED DTV CONSUMER EDUCATION UPON COMPLETION OF ITS FULL AUTHORIZED DIGITAL FACILITIES ON MAY 1, 2009, IN CONFORMANCE WITH SECTION 73.674(B)(4) OF THE FCC'S RULES.	

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., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	0
Comments: PURSUANT TO PARAGRAPH 57 OF THE THIRD REPORT AND ORDER AND ORDER ON RECONSIDERATION, FCC 09-19, THE STATION WAS NOT REQUIRED TO AIR A 30 MINUTE PROGRAM IN 2Q 2009 BECAUSE IT TERMINATED ANALOG SERVICES ON FEBRUARY 17, 2009.	

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments: NOT APPLICABLE. THE STATION HAD TERMINATED ANALOG SERVICE ON FEBRUARY 17, 2009.	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).	
Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
<p>Comments:</p> <p>5/1: KWWL NEWS AT 5PM (:34) - INFORMING VIEWERS OF KWWL BOOST IN POWER TO THE MAXIMUM ALLOWED BY THE FCC. INSTRUCTIONS TO RE-SCAN FOR CHANNELS.</p> <p>5/1: KWWL NEWS AT 6PM (:25) - INFORMING VIEWERS OF KWWL BOOST IN POWER TO THE MAXIMUM ALLOWED BY THE FCC. INSTRUCTIONS TO RE-SCAN FOR CHANNELS.</p> <p>6/5 TODAY IN IOWA (:20) - REPORT ON A DIGITAL CLINIC IN CHICAGO WITH INSTRUCTIONS FOR VIEWERS ON THE UPCOMING TRANSITION.</p> <p>6/11 TODAY IN IOWA (1:40) - REPORT ON TOMORROW'S TRANSITION TO DIGITAL, WITH INSTRUCTIONS FOR VIEWERS ON RE-SCANNING. INCLUDED WAS CONTACT INFORMATION FOR VIEWERS TO SPEAK WITH A KWWL REPRESENTATIVE IN THE EVENT OF TROUBLE RECEIVING THE DIGITAL SIGNAL.</p> <p>6/11 KWWL NEWS AT NOON (:25) - REPORT ON TOMORROW'S TRANSITION TO DIGITAL, WITH INSTRUCTIONS FOR VIEWERS ON RE-SCANNING. INCLUDED WAS CONTACT INFORMATION FOR VIEWERS TO SPEAK WITH A KWWL REPRESENTATIVE IN THE EVENT OF TROUBLE RECEIVING THE DIGITAL SIGNAL.</p> <p>6/12 KWWL NEWS AT 5PM (:20) - REPORT ON TODAY'S TRANSITION TO DIGITAL, WITH INSTRUCTIONS FOR VIEWERS ON RE-SCANNING. INCLUDED WAS CONTACT INFORMATION FOR VIEWERS TO SPEAK WITH A KWWL REPRESENTATIVE IN THE EVENT OF TROUBLE RECEIVING THE DIGITAL SIGNAL.</p> <p>6/12 KWWL NEWS AT 6PM (:20) - REPORT ON TODAY'S TRANSITION TO DIGITAL, WITH INSTRUCTIONS FOR VIEWERS ON RE-SCANNING. INCLUDED WAS CONTACT INFORMATION FOR VIEWERS TO SPEAK</p>	

WITH A KWWL REPRESENTATIVE IN THE EVENT OF TROUBLE RECEIVING THE DIGITAL SIGNAL. 6/12 KWWL NEWS AT 10PM (:21) - REPORT ON TODAY'S TRANSITION TO DIGITAL, WITH INSTRUCTIONS FOR VIEWERS ON RE-SCANNING. INCLUDED WAS CONTACT INFORMATION FOR VIEWERS TO SPEAK WITH A KWWL REPRESENTATIVE IN THE EVENT OF TROUBLE RECEIVING THE DIGITAL SIGNAL.	
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: THE WEBSITE FEATURES A DTV ANSWERS PAGE WITH INFORMATION ABOUT DTV, INCLUDING LINKS, PHONE NUMBERS, EMAIL LISTINGS, AND A FAQ FOR DTV QUESTIONS.	
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.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events Comments:	
<input checked="" type="checkbox"/> Other (describe) Comments: DURING THE SECOND QUARTER, KWWL ENGINEERS AND STAFF HANDLED 200+ EMAILS AND TELEPHONE CALLS FROM VIEWERS REQUESTING INFORMATION ON THE TRANSITION TO DIGITAL	
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 <i>Kimberly Leer</i>	Typed or Printed Title of Person Signing STATION MANAGER
Signature KIMBERLY LEER	Date (mm/dd/yyyy) 7-7-09

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).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

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.