

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (February 2009)		FOR FCC USE ONLY	
FCC 388				FOR COMMISSION USE ONLY	
DTV Quarterly Activity Station Report				FILE NO. -20090403ACC	
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: 03/31/2009					
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, 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	307
Total 5:00 a.m. to 1:00 a.m. CSTs	317

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	25
Total 6:00 a.m. to 9:00 a.m. CSTs	59

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	97
Total 5:00 p.m. to 10:35 p.m. CSTs	73

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 June 12, 2009.

Total number of 30 Minute Informational Programs	1
--	---

Comments:
01/10/2009: DTV ANSWERS EDUCATIONAL PROGRAM RAN AT 1:30PM.

100-Day Countdown - Last Quarter

All stations participating in Option Two must air a minimum of one "Countdown To DTV" per day during certain periods. Due to the delay in the DTV deadline, the revision of the countdown rules, and differing analog termination dates, not every station was required to air the "Countdown To DTV" the same number of times during the first quarter of 2009. Below, list the actual number of days on which your station aired any eligible "Countdown to DTV," and, in the Comments field, briefly explain how this number of days was calculated.

47	<i>Graphic Displays</i>
88	<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:

1/5/2009: KWWL NEWS AT NOON (:35): FCC REPRESENTATIVES WILL BE ON HAND LOCALLY TO ANSWER VIEWER QUESTIONS.

1/7/09: TODAY IN IOWA (1:06), KWWL NEWS AT 10PM (1:17): UPDATED INFORMATION ON DTV COUPONS AND DTV TESTING INFORMATION.

1/8/09: TODAY IN IOWA (:20), KWWL NEWS AT 6PM (:24): FCC REPRESENTATIVES VISITING AREA COMMUNITIES TO ANSWER VIEWER QUESTIONS.

1/8/09: KWWL NEWS AT 5PM (:37): UPDATED INFORMATION ON THE POSSIBLE DTV DELAY AND KWWL'S UPCOMING TEST.

1/9/09: KWWL NEWS AT NOON (:35): UPDATED INFORMATION ON THE POSSIBLE DTV DELAY AND KWWL'S UPCOMING TEST.

1/12/09: KWWL NEWS AT 5PM (3:32): A REMINDER OF THE DTV TEST, INCLUDING A PHONE BANK AVAILABLE TO ANSWER VIEWER QUESTIONS.

1/27/09: TODAY IN IOWA (:34), KWWL NEWS AT NOON (1:10): UPDATED INFORMATION ON THE POSSIBLE TRANSITION DELAY. ALSO INCLUDED INFORMATION ON SAFE DISPOSAL OF OLDER TELEVISIONS.

1/29/09: TODAY IN IOWA (:20): UPDATED INFORMATION ON THE POSSIBLE DELAY OF SWITCH TO DTV.

2/4/09: KWWL NEWS AT 5PM (:43), KWWL NEWS AT 6PM (:20), KWWL NEWS AT 10PM (:48): INFORMATION ON THE CONGRESSIONAL VOTE, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/5/09: TODAY IN IOWA (:30), KWWL NEWS AT NOON (:40), KWWL NEWS AT 5PM (:38): A COUNTDOWN AND REMINDER OF THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/6/09: TODAY IN IOWA (:20), KWWL NEWS AT NOON (:30), KWWL NEWS AT 5PM (:28): A REMINDER OF THE UPCOMING SWITCH TO DIGITAL, INCLUDING UPDATED INFORMATION ON COUPONS FOR CONVERTER BOXES.

2/10/09: KWWL NEWS AT 5PM (:29), KWWL NEWS AT 6PM (:28): A COUNTDOWN AND REMINDER OF THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/10/09: KWWL NEWS AT 10PM (:38): MEDIACOM OFFERING FREE CABLE TO VIEWERS THROUGH JUNE 12.

2/11/09: TODAY IN IOWA (:31), KWWL NEWS AT 5PM (:31): MEDIACOM OFFERING FREE CABLE TO VIEWERS THROUGH JUNE 12.

2/11/09: KWWL NEWS AT 5PM (:20), KWWL NEWS AT 6PM (:28): A COUNTDOWN AND REMINDER OF THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/13/09: KWWL NEWS AT 10PM (:34): A COUNTDOWN AND REMINDER OF THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/14/09: TODAY IN IOWA (:33), KWWL NEWS AT 6PM (:24): A COUNTDOWN AND REMINDER OF THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/15/09: TODAY IN IOWA (:23): A COUNTDOWN AND REMINDER OF THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/16/09: TODAY IN IOWA (:31), KWWL NEWS AT NOON (3:05), KWWL NEWS AT 5PM (3:22), KWWL NEWS AT 6PM (2:19), KWWL NEWS AT 10PM (2:56): LAST MINUTE REMINDER TO VIEWERS ON PREPARING FOR THE DIGITAL SWITCH, INCLUDING ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/17/09: TODAY IN IOWA (2:36), KWWL NEWS AT NOON (9:51), KWWL NEWS AT 5PM (4:34), KWWL NEWS AT 6PM (2:04), KWWL NEWS AT 10PM (:37): TOPICS INCLUDED INFORMATION ON ANTENNAS, FCC HELP

CENTERS, DEMONSTRATIONS ON EQUIPMENT HOOKUP, AND ANSWERS TO VIEWERS' FREQUENTLY ASKED QUESTIONS.

2/18/09: TODAY IN IOWA (:46), KWWL NEWS AT NOON (3:55), KWWL NEWS AT 5PM (3:48), KWWL NEWS AT 6PM (3:25): TOPICS INCLUDED INFORMATION ON ANTENNAS, FCC HELP CENTERS, DEMONSTRATIONS ON EQUIPMENT HOOKUP, AND ANSWERS TO VIEWERS FREQUENTLY ASKED QUESTIONS

2/19/09: KWWL NEWS AT 5PM (1:44), KWWL NEWS AT 6PM (1:39): HELPING VIEWERS THROUGH THE TRANSITION, INCLUDING INFORMATION ON HELP CENTERS IN CEDAR RAPIDS.

2/20/09: TODAY IN IOWA (1:22): INFORMATION ON HELPING VIEWERS, INCLUDING INFORMATION ON CONVERTER BOX RESCANS AND ANTENNAS.

2/20/09: KWWL NEWS AT 10PM (:16): INFORMATION ON HELPING VIEWERS, SHARING THE STORIES OF SUCCESSFUL VIEWER TRANSITIONS.

3/25/09: TODAY IN IOWA (:28): UPDATED INFORMATION ON EXPIRED DTV COUPONS BECOMING AVAILABLE.

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:
 KWWL HOMEPAGE LINKS TO DTV ANSWERS PAGE WHICH HAS FURTHER LINKS TO INFORMATIONAL RESOURCES INCLUDING PHONE NUMBERS AND E-MAIL LISTINGS.

 KWWL DTV ANSWERS WEBPAGE ALSO INCLUDES A VIDEO SERIES EXPLAINING CONVERTER BOXES AND RESCANNING; A PERMANANT FAQ DEVELOPED BY OUR CHIEF ENGINEER TO ANSWER SOME BASIC QUESTIONS ABOUT DTV AND OUR SIGNAL; VIEWER BLOG ABOUT HOW TO GET SIGNALS AFTER DIGITAL SWITCH; ANTENNA, RESCAN, TRANSMITTER LOCATION GRAPHICS, LINKS AND PHONE NUMBERS; AND A COUNTDOWN CLOCK.

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:
 WATERLOO TECHNICAL SOCIETY MEETING (CEDAR FALLS, IA) ON JANUARY 14, 2009 AT 6:00PM: 30+ PERSONS ATTENDED.

Community Events

 Comments:
 EASTERN IOWA HOME SHOW (WATERLOO, IA) ON FEBRUARY 14, 2009 AT 4:00PM

Other (describe)

 Comments:
 KWWL OPERATED A PHONE BANK FOR VIEWERS ON FEBRUARY 17, THE STATION'S TRANSITION DATE, FROM 8AM - 10:30PM AND AGAIN ON FEBRUARY 17 FROM 8AM - 8:00PM. AN FCC REPRESENTATIVE WAS ON-HAND TO ASSIST WITH CALLS.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

KWWL TERMINATED ANALOG SERVICE ON FEBRUARY 17, 2009. IN ACCORDANCE WITH FCC REQUIREMENTS, IT BROADCAST THE REQUIRED NUMBER OF CRAWLS AND OTHER ANNOUNCEMENTS PRIOR TO ANALOG TERMINATION. KWWL WILL BE AT FULL AUTHORIZED POWER IN THE SECOND QUARTER 2009.

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
Signature KIMBERLY LEER	Date (mm/dd/yyyy) 04/06/2009

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).

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.