

# FCC 388

## DTV Consumer Education Quarterly Activity Report

### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KFXA

Report reflects information for quarter ending (mm/dd/yy)

09/30/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D)

Option Two (B and D)

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

Yes  No

### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

Yes  No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

|   |                                    |  |  |   |        |          |
|---|------------------------------------|--|--|---|--------|----------|
| Call Sign<br><br>KFXA   | Channel Numbers                    |  | Community of License                                     |   |        |          |
|   | Analog                             | 28 <input checked="" type="checkbox"/> | City   | State   | County | Zip Code |
|   | Digital                            | 27 <input checked="" type="checkbox"/> | Cedar Rapids   | Iowa  | Linn   | 52402    |
| Licensee Second Generation of Iowa, LTD                                   |                                    |  |  |   |        |          |
| Above, circle the Channel Number(s) to which this form applies.<br>28, 27 |                                    |  | Nielsen DMA<br>Cedar Rapids-<br>Waterloo-Dubuque         | World Wide Web Home Page Address<br>www.kfxa.tv |        |          |
| Facility ID Number<br>35336   | Previous Call Sign (if applicable) |  | License Renewal Expiration Date (mm/dd/yy)<br>02/01/2006 |   |        |          |

**Section A (For broadcasters electing Option One)**

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes     No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

Yes     No

**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

294

Total 5:00 a.m. to 1:00 a.m. CSTs

248

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

38

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

55

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

109

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

101

Comments (add additional sheets where necessary):

Text of scripts and crawls aired during Third Quarter 2008 are listed below.

The full PSA and Crawl Schedules and Scripts are available on the station's website and in the station's public file.

DTV Transition Campaign-Phase Two

"Future Is Here"

:30 sec.

NAB3-FUTU-30-ENG-ST

English-CC

Aired July 1-September 30, 2008

THE FUTURE IS HERE....RIGHT HERE IN THIS BOX...  
BECAUSE THIS BOX HAS THE POWER,

THE POWER TO CONVERT YOUR ANTENNA TV INTO DTV.....  
DIGITAL TELEVISION.....

AND NOW THIS BIG DISCOUNT COUPON MAKES THE DTV  
CONVERTER BOX AFFORDABLE.....

MAKE SURE YOUR TV IS DTV BEFORE FEBRUARY 2009; OR ALL YOU'LL SEE IS...(Static Sound).....

LEARN MORE ABOUT THE CONVERTER BOX AND COUPON.....

CALL 888-DTV-2009, OR GO TO DTV2009.GOV

###

DTV Transition Campaign-:60 sec. KFXA PSA Announcement  
(Words Scrolled On Screen)

KFXA-TV CURRENTLY IS BROADCASTING ON ANALOG CHANNEL-28 AND DIGITAL-27 ON VIRTUAL CHANNELS 28.1 AND 28.2.

ON FEBRUARY 17, 2009 THE ANALOG CHANNEL-28 IS GOING AWAY. THIS WILL REQUIRE VIEWERS WITH AN ANALOG TELEVISION SET TO USE A SET TOP CONVERTER BOX TO CONTINUE RECEIVING CHANNEL-28.

KFXA IS CURRENTLY BROADCASTING HIGH DEFINITION DURING PRIME TIME WHEN AVAILABLE ON 28.1 AND STANDARD DEFINITION ON 28.2. YOU MUST USE A SET TOP CONVERTER BOX OR UPGRADE TO A HIGH DEFINITION TELEVISION SET TO RECEIVE THE NEW DIGITAL SIGNAL.

ANALOG TELEVISION SETS WILL CONTINUE TO WORK FOR KFXA RECEPTION FROM CABLE AND SATELLITE PROVIDERS, GAMING COUNSOLES, VCR'S, DVD PLAYERS AND SIMILAR PRODUCTS.

FOR MORE INFORMATION, CALL KFXA AT 319-395-9060, 1-800-DTV-2009 OR VISIT [WWW.DTV2009.GOV](http://WWW.DTV2009.GOV)

###

DTV Transition Campaign-SBG Promo  
:60 sec. KFXA

EVERYTHING IS BETTER WHEN ITS DIGITAL...EXPECIALLY TELEVISION-WITH BETTER PICTURES, BETTER SOUND AND MORE CHANNELS.

IN FACT, DIGITAL TV IS SO MUCH BETTER THAT BY LAW ALL TV STATIONS HAVE TO BROADCAST IN DIGITAL BY FEBRUARY 17,2009.

BUT DON'T WAIT....SWITCH NOW SO THAT YOU CAN ENJOY ALL THE DIGITAL PROGRAMMING CHANNEL 28 IS ALREADY BROADCASTING ON CHANNEL 27 WHICH IS VIRTUAL CHANNEL 28.1 AND 28.2.

NOW HERE'S THE CATCH...IF YOUR TV IS CONNECTED TO AN ANTENNA, YOU MAY NEED TO BUY A CONVERTER BOX OR YOU COULD LOSE YOUR SIGNAL.

BUT YOUR ELIGIBLE TO GET A BIG DISCOUNT COUPON ON A LOW COST DIGITAL CONVERTER BOX.

CABLE AND SATELLITE SUBSCRIBERS RELAX. YOU SHOULD BE ABLE TO ENJOY THE DIGITAL SIGNAL, AND YOU CAN STILL PLAY GAMES OR WATCH MOVIES ON YOUR VCR OR DVD PLAYER ON YOUR CURRENT SET.

STILL NOT CLEAR.....THEN GET ALL THE FACTS. VISIT [DTVanswers.com](http://DTVanswers.com) TO LEARN ABOUT TELEVISION'S SWITCH TO DIGITAL, OR CALL THIS NUMBER TO SEE HOW YOU CAN STAY CONNECTED.  
###

DIGITAL TRANSITION CRAWL – 2nd QUARTER 2008

The following 60-Second Digital Transition Crawl aired on KFXA-TV:

Full power analog broadcast will end on 2/17/09 and analog-only televisions may lose the signal being viewed unless the viewer takes action. Over-the-Air viewing on analog only televisions will require the use of a converter box. Analog television sets should continue to work for reception of broadcasts from cable and satellite providers and with gaming consoles, VCRs, DVD players and similar products. For more information, call KFXA at 319-395-9060, 1-888-DTV-2009 or go to DTV2009.GOV.

**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 (add additional sheets where necessary):

KFXA aired the program "Countdown to DTV" produced & provided by the NAB on the following dates & times:

- August 18, 2008 at 10:00 am
- August 29, 2008 at 10:00 am
- September 14, 2008 at 9:30 pm

**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?

*Graphic Displays*

\_\_\_\_\_

*Animated Graphics*

\_\_\_\_\_

*Graphic and Audio Displays*

\_\_\_\_\_

*Longer Form Reminders*

\_\_\_\_\_

Comments (add additional sheets where necessary):



**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes     No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. 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

Comments (add additional sheets where necessary):

**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.

Yes     No

Comments (add additional sheets where necessary):

**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 (add additional sheets where necessary):

Viewers will access information regarding the 2/17/09 deadline along with phone numbers for questions. Also a document about the what and why of digital transition and what a viewer need to know is also posted. Also completed FCC 388 forms are also posted on the KFXA website. NOTE: These forms are filed in our Public File which may be viewed Monday through Friday during regular business hours.

Viewers will access information regarding the 2/17/09 deadline along with phone numbers for questions. Also a document about the what and why of digital transition and what a viewer need to know is also posted. Also completed FCC 388 forms are also posted on the KFXA website. NOTE: These forms are filed in our Public File which may be viewed Monday through Friday during regular business hours.

**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 (add additional sheets where necessary):

Community Events

Comments (add additional sheets where necessary):

Other (describe)

Comments (add additional sheets where necessary):

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

Comments (add additional sheets where necessary):

**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<br>Gregory G. Stuart | Typed or Printed Title of Person Signing<br>Operations/Program Manager KFXA-TV |
| Signature<br><input type="checkbox"/>                        | Date<br>9/30/08  |

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](mailto: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.**

DTV Transition Campaign-Phase Two  
"Future Is Here"

:30 sec.

NAB3-FUTU-30-ENG-ST

English-CC

**Aired July 1, 2008-September 30, 2008**

Animation Background With  
Spokesperson Holding DTV Converter

THE FUTURE IS HERE....  
RIGHT HERE IN THIS BOX...  
BECAUSE THIS BOX HAS THE POWER,

Close Up Of DTV Converter Box

(Disclaimer: TV sets with ATSC digital tuners, satellite, cable  
or telco connections make this converter box unnecessary)

CU Spokesperson

THE POWER TO CONVERT YOUR  
ANTENNA TV INTO DTV.....

DIGITAL TELEVISION.....

Pan of DTV Coupon  
Dissolve To DTV Converter Box

AND NOW THIS BIG DISCOUNT  
COUPON MAKES THE DTV  
CONVERTER BOX AFFORDABLE.....

Animation Graphic pulls to  
Spokesperson with Graphic

(Graphic: FEBRUARY 2009)

MAKE SURE YOUR TV IS DTV BEFORE  
FEBRUARY 2009; OR ALL YOU'LL SEE  
IS...(Static Sound).....

Close Up of Spokesperson

(Disclaimer: The DTV transition will not affect  
low power television stations)

Spokesperson With Graphic

(Graphic: 1-888-DTV-2009)

(Graphic: DTV2009.gov)

LEARN MORE ABOUT THE  
CONVERTER BOX  
AND COUPON.....

CALL 888-DTV-2009, OR GO TO  
DTV2009.GOV

###

**KFXA Digital Transition PSA Schedule-3<sup>rd</sup> Quarter 2008**  
**:30 second Announcements aired:**

|  |   |  |
|--|---|--|
| 7/1/08 12:39:59 pm<br>6:18:43 pm                             | 8/1/08 12:27:59 pm<br>6:55:58 pm<br>8:12:01 pm                              | 9/1/08 8:58:30 am<br>3:45:07 pm<br>4:27:43 pm<br>6:18:23 pm<br>10:15:53 pm |
| 7/2/08 11:09:00 am<br>5:28:16 pm<br>8:48:00 pm               | 8/2/08 6:17:24 pm<br>10:39:47 pm<br>11:27:25 pm                             | 9/2/08 5:46:00 pm<br>11:42:22 pm   |
| 7/3/08 4:15:52 pm<br>5:46:55 pm<br>6:18:35 pm                | 8/3/08 10:28:27 pm<br>10:52:25 pm   | 9/3/08 4:45:00 pm<br>5:57:12 pm  |
| 7/4/08 2:56:00 pm<br>5:16:01 pm                              | 8/4/08 6:47:58 am<br>12:27:09 pm<br>5:57:02 pm                              | 9/4/08 8:31:12 am<br>2:37:23 pm<br>5:57:13 pm                              |
| 7/5/08 10:29:00 pm<br>10:50:05 pm<br>11:25:11 pm             | 8/5/08 8:48:14 am<br>11:38:13 am<br>5:39:12 pm                              | 9/5/08 5:09:00 pm<br>11:17:14 pm   |
| 7/6/08 12:59:19 am<br>9:17:02 pm                             | 8/6/08 2:28:45 pm<br>6:32:13 pm<br>11:16:32 pm                              | 9/6/08 9:20:49 pm<br>10:57:23 pm   |
| 7/7/08 2:47:18 pm<br>5:10:30 pm                              | 8/7/08 2:27:02 pm<br>5:56:26 pm   | 9/7/08 8:21:09 pm<br>11:42:35 pm   |
| 7/8/08 8:55:18 am<br>12:17:26 pm<br>5:19:59 pm               | 8/8/08 2:28:25 pm<br>9:43:02 pm   | 9/8/08 3:14:00 pm<br>10:13:16 pm   |
| 7/9/08 11:25:35 am<br>9:57:00 pm                             | 8/9/08 9:25:47 pm<br>10:50:13 pm  | 9/9/08 6:10:11 am<br>4:56:51 pm<br>6:27:45 pm                              |
| 7/10/08 6:27:24 pm   | 8/10/08 10:23:29 am<br>9:56:41 pm<br>10:26:24 pm                            | 9/10/08 2:58:16 pm<br>3:26:02 pm<br>5:47:56 pm<br>10:27:12 pm              |
| 7/11/08 9:58:40 am<br>9:57:00 pm                             | 8/11/08 6:48:40 am<br>1:29:00 pm<br>6:12:11 pm                              | 9/11/08 2:53:26 pm<br>5:37:02 pm   |
| 7/12/08 6:15:26 pm<br>10:56:26 pm                            | 8/12/08 6:11:31 am<br>8:43:21 am<br>5:28:13 pm<br>6:18:48 pm<br>11:16:34 pm | 9/12/08 5:18:48 pm<br>11:09:59 pm  |
| 7/13/08 7:24:40 am<br>9:28:50 am<br>10:25:30 pm              | 8/13/08 12:08:30 am<br>3:58:00 pm<br>5:04:21 pm                             | 9/13/08 6:01:47 pm<br>10:57:31 pm  |
| 7/14/08 8:57:04 am<br>2:17:26 pm<br>3:14:21 pm<br>5:17:12 pm | 8/14/08 6:09:13 am<br>1:38:01 pm<br>5:17:18 pm                              | 9/14/08 8:27:42 am<br>10:33:50 pm<br>11:50:23 pm                           |
| 7/15/08 12:12:00 am<br>12:17:30 pm<br>5:18:09 pm             |   | 9/15/08 6:16:00 pm<br>11:18:21 pm  |
| 7/16/08 6:14:23 am   |   |  |

|         |   |  |  |  |  |
|---------|---|--|--|--|--|
|         | 2:12:31 pm<br>3:28:06 pm<br>6:09:40 pm  |  |  |  | 9/16/08 12:14:20 pm<br>6:55:28 pm                              |
|         |   | 8/15/08 2:09:14 pm<br>6:08:25 pm   |  |  |  |
| 7/17/08 | 5:28:44 pm<br>11:31:23 pm               | 8/16/08 12:34:32 am<br>6:17:35 pm  |  |  | 9/17/08 11:50:58 am<br>1:50:00 pm<br>6:26:04 pm                |
| 7/18/08 | 12:14:02 am<br>6:18:13 pm<br>9:57:30 pm | 8/17/08 5:07:03 pm<br>5:24:11 pm   |  |  | 9/18/08 4:33:17 pm<br>6:18:27 pm                               |
| 7/19/08 | 12:29:00 am<br>10:19:17 pm              | 8/18/08 10:13:20 am<br>10:21:11 am<br>10:22:41 am<br>12:47:56 pm           |  |  | 9/19/08 6:28:52 am<br>5:39:28 pm<br>5:56:39 pm<br>10:43:37 pm  |
| 7/20/08 | 10:25:07 pm<br>11:26:10 pm              | 2:56:33 pm<br>5:16:40 pm   |  |  | 9/20/08 12:48:53 pm<br>6:15:27 pm                              |
| 7/21/08 | 8:48:29 am<br>10:28:52 am<br>6:08:25 pm | 8/19/08 8:28:00 am<br>1:43:39 pm<br>6:46:13 pm                             |  |  | 9/21/08 7:19:33 am<br>9:31:00 am<br>5:17:25 pm                 |
| 7/22/08 | 5:26:50 pm<br>6:27:34 pm<br>11:14:48 pm | 8/20/08 6:48:34 am<br>2:58:19 pm<br>6:28:29 pm                             |  |  | 9/22/08 1:07:22 pm<br>5:49:31 pm                               |
| 7/23/08 | 6:09:00 am<br>11:09:26 am<br>6:21:21 pm | 8/21/08 1:53:23 pm<br>5:57:42 pm<br>11:49:35 pm                            |  |  | 9/23/08 6:13:44 am<br>12:07:05 pm<br>6:17:33 pm<br>10:14:43 pm |
| 7/24/08 | 2:26:49 pm<br>2:59:06 pm<br>6:09:13 pm  | 8/22/08 12:56:48 pm<br>6:10:16 pm  |  |  | 9/24/08 6:47:49 am<br>12:28:14 pm<br>5:44:57 pm                |
| 7/25/08 | 1:23:00 pm<br>6:09:42 pm                | 8/23/08 12:26:00 am<br>6:09:58 pm<br>9:41:03 pm                            |  |  | 9/25/08 1:13:56 pm<br>10:13:09 pm                              |
| 7/26/08 | 9:08:18 pm<br>11:07:18 pm               | 8/24/08 5:11:38 pm<br>10:12:11 pm  |  |  | 9/26/08 9:58:24 am<br>10:11:56 pm                              |
| 7/27/08 | 7:28:08 am<br>10:25:04 pm               | 8/25/08 12:38:00 pm<br>5:25:00 pm  |  |  | 9/27/08 12:53:46 pm<br>6:08:55 pm                              |
| 7/28/08 | 4:25:00 pm<br>5:56:26 pm                | 8/26/08 8:10:30 am<br>1:28:18 pm<br>4:09:45 pm<br>6:10:08 pm<br>6:58:40 pm |  |  | 9/28/08 10:36:36 pm<br>11:19:01 pm                             |
| 7/29/08 | 8:36:45 am<br>8:59:00 am<br>5:17:51 pm  | 8/27/08 8:33:00 am<br>8:55:00 am<br>1:58:24 pm<br>7:17:13 pm               |  |  | 9/29/08 10:19:34 pm<br>10:56:27 pm                             |
| 7/30/08 | 1:28:20 pm<br>5:15:52 pm                |  |  |  | 9/30/08 6:48:23 am<br>1:14:07 pm<br>6:17:00 pm                 |
| 7/31/08 | 10:28:40 am<br>6:17:53 pm               | 8/28/08 12:58:00 pm<br>5:18:07 pm  |  |  |  |

8/29/08 10:05:33 am  
10:14:18 am  
10:28:57 am  
3:19:55 pm  
5:36:05 pm

8/30/08 7:21:26 pm

8/31/08 5:26:05 pm  
11:33:46 pm

## DIGITAL TRANSITION CRAWL – 3<sup>rd</sup> QUARTER 2008

The following 60-Second Digital Transition Crawl aired on KFXA-TV:

*Full power analog broadcast will end on 2/17/09 and analog-only televisions may lose the signal being viewed unless the viewer takes action. Over-the-Air viewing on analog only televisions will require the use of a converter box. Analog television sets should continue to work for reception of broadcasts from cable and satellite providers and with gaming consoles, VCRs, DVD players and similar products. For more information, call KFXA at 319-395-9060, 1-888-DTV-2009 or go to DTV2009.GOV.*

### Times of crawl airing:

|         |  |         |   |         |   |
|---------|--|---------|---|---------|---|
| 7/1/08  | 6:00:03 am<br>4:39:35 pm<br>6:01:42 pm<br>10:02:32 pm<br>11:33:08 pm | 8/1/08  | 3:16:00 pm<br>10:30:42 pm<br>11:44:50 pm                | 9/1/08  | 8:45:00 am<br>11:55:45 am<br>10:29:14 pm<br>11:34:24 pm |
| 7/2/08  | 6:22:00 am<br>12:10:00 pm<br>6:28:58 pm                              | 8/2/08  | 6:29:58 am<br>11:23:23 am<br>9:45:55 pm                 | 9/2/08  | 6:49:10 am<br>4:21:04 pm                                |
| 7/3/08  | 5:00:00 pm   | 8/3/08  | 8:25:56 am<br>5:51:05 pm                                | 9/3/08  | 12:10:40 pm   |
| 7/4/08  | 3:16:03 pm<br>10:16:00 pm<br>11:54:00 pm                             | 8/4/08  | 11:04:00 am<br>6:22:00 pm<br>11:44:47 pm                | 9/4/08  | 6:11:45 am<br>6:47:30 pm<br>9:31:00 pm                  |
| 7/5/08  | 12:06:30 am<br>6:33:15 am<br>9:45:29 pm                              | 8/5/08  | 8:27:30 am<br>4:31:02 pm<br>6:30:00 pm                  | 9/5/08  | 5:39:24 pm<br>6:19:34 pm                                |
| 7/6/08  | 7:57:05 am<br>9:57:15 pm   | 8/6/08  | 12:09:56 am<br>6:31:13 pm<br>10:34:00 pm<br>11:36:09 pm | 9/6/08  | 7:04:50 am<br>7:00:00 pm                                |
| 7/7/08  | 5:41:48 pm<br>10:02:02 pm<br>11:33:35 pm                             | 8/7/08  | 6:13:00 am<br>5:00:00 pm                                | 9/7/08  | 12:33:56 am<br>7:44:50 am<br>9:46:38 pm                 |
| 7/8/08  | 6:18:29 am<br>6:01:30 pm<br>10:06:24 pm<br>11:34:20 pm               | 8/8/08  | 6:48:56 am<br>3:17:14 pm<br>10:17:31 pm                 | 9/8/08  | 6:49:15 am<br>10:28:00 pm<br>11:35:03 pm                |
| 7/9/08  | 12:20:01 pm<br>9:33:16 pm<br>10:02:07 pm                             | 8/9/08  | 7:37:00 am<br>6:18:12 pm<br>11:31:00 pm                 | 9/9/08  | 6:07:42 pm<br>11:48:15 pm                               |
| 7/10/08 | 6:50:23 am<br>4:59:38 pm   | 8/10/08 | 6:48:00 am<br>7:57:05 am<br>5:56:00 pm                  | 9/10/08 | 7:00:00 pm<br>11:37:30 pm                               |
| 7/11/08 | 3:17:08 pm<br>5:29:12 pm   | 8/11/08 | 6:43:00 am<br>6:43:00 pm<br>11:39:00 pm                 | 9/11/08 | 6:15:30 am<br>5:30:00 pm<br>6:49:00 pm<br>11:57:50 pm   |
| 7/12/08 | 6:44:00 am<br>1:45:10 pm   | 8/12/08 | 5:01:00 pm  | 9/12/08 | 8:46:11 am<br>6:18:04 pm<br>11:20:56 pm<br>11:36:30 pm  |

|         |  |  |                           |  |                           |   |
|---------|--|--|---------------------------|--|---------------------------|---|
|         | 9:49:04 pm   |  | 6:11:00 pm<br>10:17:00 pm | 9/13/08  | 12:47:00 am<br>7:03:15 pm |   |
| 7/13/08 | 7:57:40 pm<br>8:48:05 pm<br>9:30:00 pm                 |  | 8/13/08                   | 12:08:30 am<br>12:10:37 pm<br>5:53:00 pm               | 9/14/08                   | 12:34:00 am<br>5:20:00 pm                             |
| 7/14/08 | 6:16:45 am<br>6:21:00 pm<br>11:33:50 pm                |  | 8/14/08                   | 12:55:10 am<br>6:09:13 am<br>12:19:34 pm               | 9/15/08                   | 8:36:00 am<br>12:48:30 pm<br>10:03:00 pm              |
| 7/15/08 | 4:13:01 pm<br>5:51:50 pm                               |  |                           | 5:00:00 pm<br>6:10:17 pm                               | 9/16/08                   | 8:02:00 am<br>6:00:30 pm                              |
| 7/16/08 | 8:37:39 am<br>12:10:00 pm<br>6:31:29 pm<br>11:44:16 pm |  | 8/15/08                   | 3:15:00 pm<br>5:29:20 pm                               | 9/17/08                   | 6:16:50 am<br>2:16:23 pm<br>6:57:00 pm                |
| 7/17/08 | 6:04:00 am<br>4:59:50 pm<br>11:33:13 pm                |  | 8/16/08                   | 12:00:15 pm<br>6:29:59 pm                              | 9/18/08                   | 6:17:15 am<br>5:29:14 pm                              |
|         |  |  | 8/17/08                   | 7:57:01 am<br>9:51:32 pm                               | 9/19/08                   | 8:45:43 am<br>9:35:11 pm                              |
| 7/18/08 | 3:16:53 pm<br>10:18:16 pm                              |  | 8/18/08                   | 11:33:54 pm<br>11:54:50 pm                             | 9/20/08                   | 7:00:00 pm  |
| 7/19/08 | 12:17:00 am<br>6:18:12 pm<br>9:48:00 pm                |  | 8/19/08                   | 8:14:10 am<br>4:48:25 pm<br>10:21:12 pm<br>11:49:00 pm | 9/21/08                   | 12:39:00 am<br>7:56:22 am<br>9:35:37 pm               |
| 7/20/08 | 7:57:50 am<br>5:42:00 pm                               |  | 8/20/08                   | 12:18:58 pm<br>5:49:30 pm<br>11:46:30 pm               | 9/22/08                   | 8:45:00 am<br>12:08:00 pm<br>2:53:58 pm               |
| 7/21/08 | 6:22:00 am<br>9:36:00 pm<br>11:33:37 pm                |  | 8/21/08                   | 6:10:30 am<br>4:59:50 pm<br>6:50:00 pm<br>11:49:35 pm  | 9/23/08                   | 5:59:23 pm<br>11:45:30 pm                             |
| 7/22/08 | 5:17:13 pm<br>11:45:31 pm                              |  |                           |  | 9/24/08                   | 7:08:00 pm<br>11:13:26 pm                             |
| 7/23/08 | 12:18:00 pm<br>6:54:16 pm                              |  | 8/22/08                   | 6:48:00 am<br>3:13:58 pm<br>9:35:00 pm                 | 9/25/08                   | 6:15:40 am<br>5:30:00 pm                              |
| 7/24/08 | 6:12:00 am<br>4:59:32 pm<br>5:40:39 pm<br>11:44:56 pm  |  | 8/23/08                   | 9:11:00 am<br>11:32:00 am<br>8:39:34 pm                | 9/26/08                   | 10:01:35 pm<br>11:18:00 pm                            |
| 7/25/08 | 6:47:00 am<br>3:14:27 pm<br>6:20:09 pm                 |  | 8/24/08                   | 7:36:00 am<br>5:43:14 pm                               | 9/27/08                   | 7:23:00 pm<br>7:40:00 pm                              |
|         |  |  | 8/25/08                   | 6:22:00 am<br>10:00:00 pm                              | 9/28/08                   | 12:38:10 am<br>7:40:00 am<br>7:57:00 am<br>9:45:25 pm |
| 7/26/08 | 1:44:00 pm<br>6:30:00 pm                               |  |                           |  | 9/29/08                   | 9:00:45 am<br>12:19:49 pm<br>10:19:34 pm              |
| 7/27/08 | 7:57:20 am<br>10:06:10 pm                              |  | 8/26/08                   | 8:10:30 am<br>4:26:04 pm<br>5:59:25 pm                 |                           |   |

|         |             |             |             |
|---------|-------------|-------------|-------------|
| 7/28/08 | 5:29:53 pm  | 11:50:30 pm |             |
|         | 11:44:50 pm | 8/27/08     | 12:10:30 pm |
|         |             |             | 5:20:00 pm  |
| 7/29/08 | 4:29:24 pm  |             | 11:39:00 pm |
|         | 10:17:57 pm | 8/28/08     | 6:20:10 am  |
|         | 11:39:00 pm |             | 5:37:49 pm  |
| 7/30/08 | 10:03:00 am |             | 10:59:14 pm |
|         | 12:10:18 pm | 8/29/08     | 6:12:30 am  |
|         | 6:52:26 pm  |             | 6:20:49 pm  |
| 7/31/08 | 6:09:51 am  | 8/30/08     | 7:00:00 pm  |
|         | 5:00:00 pm  |             | 11:50:00 pm |
|         | 11:42:00 pm | 8/31/08     | 12:40:00 am |
|         |             |             | 7:32:00 am  |
|         |             |             | 9:53:47 pm  |
|         |             |             | 9/30/08     |
|         |             |             | 8:35:45 am  |
|         |             |             | 11:24:00 pm |

DTV Transition Campaign-SBG Promo  
:60 sec. KFXA

Animation background digital cell-phone  
Flips out & forms in DTV  
Over TV (Graphic: "Better Picture")  
Over People (Graphic: "Better Sound")  
Father & Son enjoying DTV

DTV Animation

(Graphic: "On the morning of February 17, 2009 at 12:01 am FOX28 will no longer broadcast an analog signal")

People Looking Up!  
DTV Animation over town

(Graphic: "If you are in FOX28's analog broadcasting range you should be within the digital range")

Broadcast Tower

(Graphic Full Page: "Now Broadcasting On Digital Channel 27, Virtual Channels 28.1 & 28.2 We will be providing HD programming and multicasting")  
(Graphic Disclaimer: "A record of FOX28's DTV announcements are available at 600 Old Marion Rd. NE, Cedar Rapids, IA 52402")

DTV Converter Box

TV with no signal (Snow on Screen)

DTV Coupon

Hands placing DTV converter on TV

Cable box/Satellite Dish  
Person sitting in chair

Couples & DVD player

TV Graphic "All The Facts"  
DTV Animation w/website info  
TV Graphic "1-888-DTV 2009"

(Graphic: "More information at KFXA.COM")

EVERYTHING IS BETTER WHEN ITS DIGITAL  
...EXPECIALLY TELEVISION-WITH BETTER  
PICTURES, BETTER SOUND AND MORE  
CHANNELS.

IN FACT, DIGITAL TV IS SO MUCH BETTER  
THAT BY LAW ALL TV STATIONS HAVE TO  
BROADCAST IN DIGITAL BY FEBRUARY 17,  
2009.

BUT DON'T WAIT....SWITCH NOW SO THAT  
YOU CAN ENJOY ALL THE DIGITAL  
PROGRAMMING CHANNEL 28 IS ALREADY  
BROADCASTING ON CHANNEL 27 WHICH  
IS VIRTUAL CHANNEL 28.1 AND 28.2.

NOW HERE'S THE CATCH...IF YOUR TV IS  
CONNECTED TO AN ANTENNA, YOU MAY  
NEED TO BUY A CONVERTER BOX OR YOU  
COULD LOSE YOUR SIGNAL.

BUT YOUR ELIGIBLE TO GET A BIG  
DISCOUNT COUPON ON A LOW COST  
DIGITAL CONVERTER BOX.

CABLE AND SATELLITE SUBSCRIBERS  
RELAX. YOU SHOULD BE ABLE TO ENJOY  
THE DIGITAL SIGNAL, AND YOU CAN STILL  
PLAY GAMES OR WATCH MOVIES ON YOUR  
VCR OR DVD PLAYER ON YOUR CURRENT  
SET.

STILL NOT CLEAR.....THEN GET ALL THE  
FACTS. VISIT [DTVanswers.com](http://DTVanswers.com) TO LEARN  
ABOUT TELEVISION'S SWITCH TO DIGITAL,  
OR CALL THIS NUMBER TO SEE HOW YOU  
CAN STAY CONNECTED.

###

**KFXA Digital Transition PSA Sinclair DTV Schedule-3<sup>rd</sup> Quarter 2008**  
**:60 second Announcements Aired:**

7/22/08 9:58:50 am

8/6/08 1:23:18 pm

9/9/08 5:45:36 pm

7/28/08 12:29:04 am

8/12/08 11:38:46 am

9/15/08 11:44:54 pm

8/18/08 10:05:35 am  
10:06:35 am  
10:14:19 am

8/20/08 8:58:30 am

8/25/08 7:58:40 am

8/29/08 10:13:18 am  
10:21:09 am

DTV Transition Campaign-:60 sec. KFXA PSA Announcement  
(Words Scrolled On Screen)

KFXA-TV CURRENTLY IS BROADCASTING ON ANALOG CHANNEL-28 AND DIGITAL-27 ON VIRTUAL CHANNELS 28.1 AND 28.2.

ON FEBRUARY 17, 2009 THE ANALOG CHANNEL-28 IS GOING AWAY. THIS WILL REQUIRE VIEWERS WITH AN ANALOG TELEVISION SET TO USE A SET TOP CONVERTER BOX TO CONTINUE RECEIVING CHANNEL-28.

KFXA IS CURRENTLY BROADCASTING HIGH DEFINITION DURING PRIME TIME WHEN AVAILABLE ON 28.1 AND STANDARD DEFINITION ON 28.2. YOU MUST USE A SET TOP CONVERTER BOX OR UPGRADE TO A HIGH DEFINITION TELEVISION SET TO RECEIVE THE NEW DIGITAL SIGNAL.

ANALOG TELEVISION SETS WILL CONTINUE TO WORK FOR KFXA RECEPTION FROM CABLE AND SATELLITE PROVIDERS, GAMING CONSOLES, VCR'S, DVD PLAYERS AND SIMILAR PRODUCTS.

FOR MORE INFORMATION, CALL KFXA AT 319-395-9060, 1-800-DTV-2009 OR VISIT [WWW.DTV2009.GOV](http://WWW.DTV2009.GOV)

###

**DTV Transition Campaign-KFXA PSA Announcement-3<sup>rd</sup> Quarter 2008**  
**:60 second Announcements Aired:**

|   |   |                                 |
|---|---|---------------------------------|
| 7/2/08 11:43:35 pm                              | 8/3/08 9:31:58 am                                 | 9/1/08 12:00:05 pm              |
| 7/3/08 10:28:40 am                              | 8/4/08 1:35:52 pm                                 | 9/2/08 8:58:31 am               |
| 7/6/08 6:44:30 am                               | 8/6/08 3:12:57 pm                                 | 9/3/08 2:28:17 pm<br>6:19:38 pm |
| 7/7/08 9:58:49 am                               | 8/7/08 11:08:03 am                                | 9/9/08 8:28:16 am               |
| 7/15/08 11:17:06 am                             | 8/13/08 8:37:46 am<br>4:23:15 pm                  | 9/10/08 11:57:32 pm             |
| 7/20/08 11:50:46 pm                             | 8/15/08 8:35:38 am                                | 9/11/08 3:36:23 pm              |
| 7/22/08 4:23:41 pm<br>4:53:49 pm<br>11:28:30 pm | 8/19/08 3:43:30 pm                                | 9/16/08 8:42:53 am              |
| 7/29/08 10:56:27 pm                             | 8/22/08 1:58:06 pm<br>11:15:01 pm                 | 9/18/08 3:36:23 pm              |
| 7/31/08 5:45:59 pm                              | 8/29/08 10:06:03 am<br>10:22:09 am<br>12:46:44 pm | 9/22/08 3:23:47 pm              |
|   | 8/30/08 11:25:41 pm                               | 9/23/08 5:48:21 pm              |
|   |   | 9/24/08 1:52:57 pm              |
|   |   | 9/29/08 7:28:33 am              |
|   |   | 9/30/08 11:24:00 pm             |