QUINCY NEWSPAPERS, INC.

April 7, 2010

In Re: BDSTA-20090922AAJ
KWWL-DT
Waterloo, IA
FAC ID: 593

As requested in the experimental STA signal strength readings have been completed for KWWL Waterloo Iowa. They were taken at three different power levels on March 31, 2010. At each measuring point the transmitter's power was modified to achieve the different ERP's.

49 KW as permitted in file number BDSTA-20090922AAJ
30 KW as permitted in file number BMPCDT=20080619ADP
4.1 KW as permitted in file number BDSTA-20081107ABG

Reading points were chosen for population density and the ability to find and have access to these points in the future. Exact latitude and longitude were recorded to enable reasonable assurance that the exact points can be used for future repeatable readings. All information was gathered on the same day with similar weather throughout the day. The same equipment was used at each point. Points # 2 and #13 represent indoor conditions. All other points were outdoors in areas away from obstructions. (EXHIBIT A)

The following equipment was used for measurement:

A Winegard HD-1080 2-Bay Bowtie UHF and High Band VHF TV antenna (EXHIBIT B) was mounted on a pole with its center 9 feet above ground level. Twelve feet of RG6 coax was used to connect the antenna to a Sadelco DisplayMax Jr., Ser# 58951, signal strength meter. The DisplayMax Jr. would not measure signal strengths below 35dBmv. An Eviant Monitor Model T7-01 with manufacture's dipole antenna using a 5th generation chip, according to manufacture information, was also used to determine the recoverability of the DTV signal. The Eviant Monitor was also connected to the Winegard antenna in cases where the set would not lock on the signal using the dipole.

Reading taken by:
Jeff J. Wilson
Assistant Director of Engineering
Quincy Newspapers, Inc.
Nineteen years experience in the area of field strength measurements of AM FM and TV signals.

KWWL Statement

Jarrett Liddicoat, KWWL Chief Engineer, reports that the number of calls received from viewers was significantly reduced once the station increased ERP to the 49 kW level. He also reports that all calls received after increasing power were determined to be unrelated to signal strength issues.

KWWL Field Strength Readings EXHIBIT A

Allocated power level comparison

	ERP	CH 7 KWWL DT dBmV		N Latitude			W Longitude			Readings take 3-31-10
Point #1				42	30	1.70	92	20	2.47	1:45 AM
Waterloo City Park	4.1 kW	**50.0**	TV reception locked			Dipole				
City Park Adjacent to Studio	30 kW	**57.8**	TV reception locked			Dipole				
Near center	49 kW	**60.1**	TV reception locked			Dipole				
Point #2				42	30	1.91	92	19	56.69	1:30 PM
Waterloo Studio	4.1 kW	**Under 35**	No Reception			Dipole				
Near east entrance in Studio	30 kW	**40.1**	TV reception, pixelating			Dipole				
indoors	49 kW	**45.2**	TV reception locked			Dipole				
Point #3				42	32	55.18	92	23	46.76	2:05 PM
Waterloo Airport	4.1 kW	**42.1**	TV reception locked			Dipole				
Corner of main intersection	30 kW	**48.5**	TV reception locked			Dipole				
	49 kW	**57.2**	TV reception locked			Dipole				
Point #4				42	30	42.58	92	28	4.22	2:25 PM
Cedar Falls	4.1 kW	**51.1**	TV reception locked			Dipole				
UNI Parking Lot soulth of Dome	30 kW	**57.4**	TV reception locked			Dipole				
	49 kW	**62.0**	TV reception locked			Dipole				
Point #5				42	42	9.48	92	28	37.82	3:50 PM
Waverly	4.1 kW	**46.5**	TV reception locked			Winegard				
Wal-Mart Lot, landscaping near entrance	30 kW	**50.4**	TV reception locked			Winegard				
	49 kW	**55.6**	TV reception locked			Winegard				
Point #6				42	28	22.32	91	6	48.48	4:30 PM
Dyersville	4.1 kW	**41.1**	TV reception locked			Winegard				
Beckman High School	30 kW	**48.3**	TV reception locked			Winegard				
West edge of lot	49 kW	**51.2**	TV reception locked			Winegard				
Point #7				42	29	46.90	90	41	44.66	6:05 PM
UD Parking lot	4.1 kW	**Under 35**	TV reception locked			Winegard				
Northeast of Stadium	30 kW	**41.8**	TV reception locked			Winegard				
	49 kW	**43.9**	TV reception locked			Winegard				
Point #8				42	2	2.23	91	40	39.55	11:45 AM
Hiawatha	4.1 kW	**44.3**	No checked							
Parkinglot west of 380	30 kW	**49.4**	TV reception locked			Winegard				
	49 kW	**52.9**	TV reception locked			Winegard				
Point #9				41	53	34.29	91	41	44.74	11:05 AM
Cedar Rapids Airport	4.1 kW	**46.2**	TV reception, pixelating			Dipole				
Near sculpture, north side of highway	30 kW	**49.4**	TV reception, pixelating			Dipole				
	49 kW	**57.3**	TV reception locked			Dipole				
Point #10				41	45	8.14	91	36	13.77	10:35AM
North Liberty	4.1 kW	**Under 35**	No Reception			Winegard				
Ball Field lot, East of Exit	30 kW	**38.1**	TV reception, pixelating			Winegard				
	49 kW	**40.1**	TV reception, pixelating			Winegard				
Point # 11				41	41	34.24	91	36	20.94	10:15AM
Coralville Mall	4.1 kW									
Southeast of I80 and 380	30 kW									
Mall lot	49 kW	**Under 35**	No Reception			Winegard				
Point #12				41	39	35.58	91	33	4.40	9:10 AM
U of Iowa	4.1 kW	**Under 35**	No Reception			Dipole				
North of Kinnick Stadium	30 kW	**41.2**	TV reception, pixelating			Dipole				
	49 kW	**47.8**	TV reception locked			Dipole				
Point #13				41	39	46.97	91	33	22.61	9:25 AM
U of Iowa	4.1 kW									
On a porch of the Ronald McDonald House	30 kW									
Indoors	49 kW	**Under 35**	No Reception			Winegard				

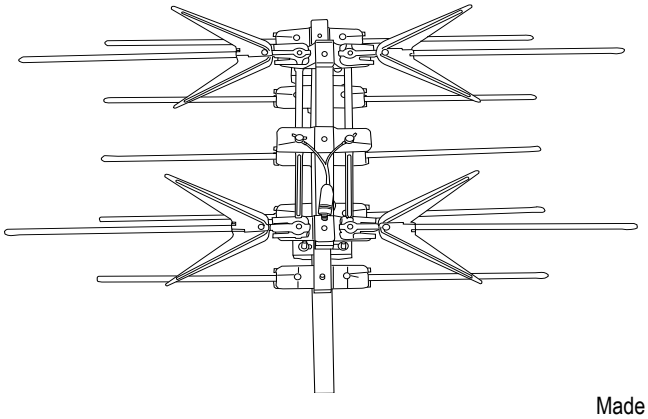
EXHIBIT B

WINEGARD®

HIGH DEFINITION VHF/UHF ANTENNA

engineering specifications

Model HD-1080

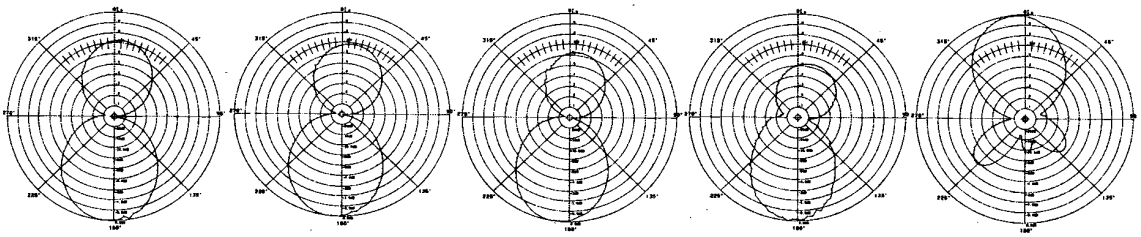


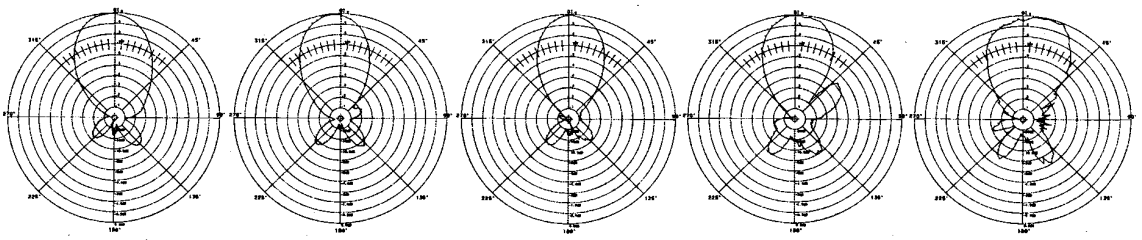
Output Impedance: 75 ohm
Recommended Preamp: AP Series
Active Elements 4
UHF Elements 2
VHF Elements 2
Boom Length 18.25"
Turning Radius 18"
Maximum Width 34.5"
Vertical Height 18.25"
Element Diameter 3/8"

Shpg. Weight 4.4 lbs.
Carton Dimensions 42.75"x 6.50"x6.50"

Made in U.S.A.

POLAR PATTERNS

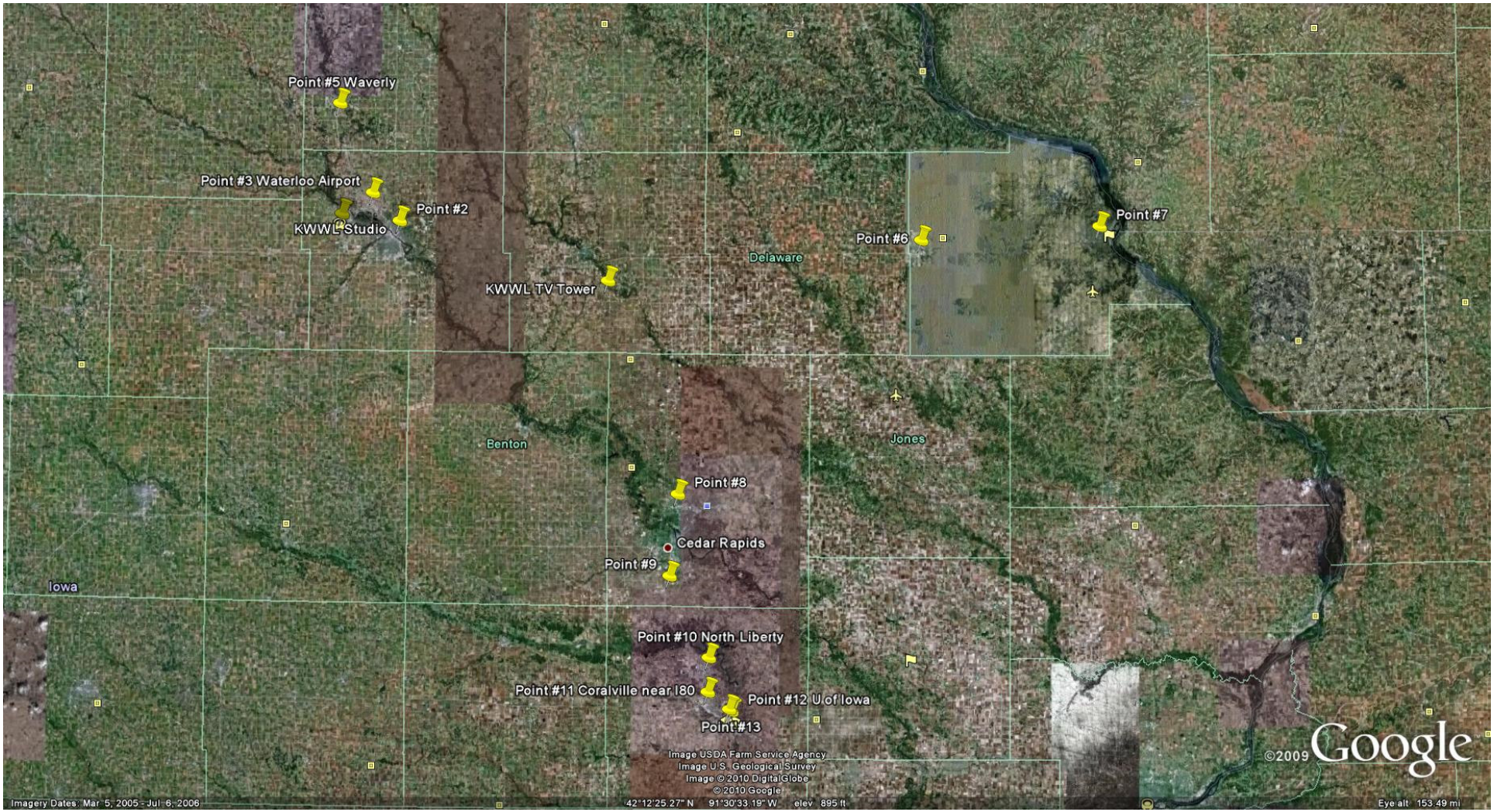
CHANNEL	Ch 7	CH 9	CH 11	Ch 13	CH 14
FREQUENCY	175 MHz	187 MHz	199 MHz	211 MHz	471 MHz
Antenna Gain Pattern					
HPBW (deg)	0	0	0	0	79
F/B Ratio (dB)	0.0	0.0	0.0	0.0	4.5
*Gain dBi	-4.7	-4.5	-4.0	-4.6	+3.2

CHANNEL	Ch 22	Ch 30	Ch 38	Ch 46	Ch 51
FREQUENCY	519 MHz	567 MHz	615 MHz	663 MHZ	692 MHZ
Antenna Gain Pattern					
HPBW (deg)	72	55	56	60	70
F/B Ratio (dB)	8.0	9.0	10.0	8.4	6.8
*Gain dBi	+3.7	+6.4	+11.8	+8.1	+5.6

Data on this sheet are from tests performed on outdoor range following IEEE Standard 149-1979

*** For dB dipole gain figures, add -2.2dB to the dBi, gain figures.**

Printed in U.S.A. Winegard Company, 3000 Kirkwood St., Burlington, IA 52601-2001 Rev. 10/09


Point #5 Waverly
Point #3 Waterloo Airport
Point #2
KWWL Studio
KWWL TV Tower
Delaware
Point #6
Point #7
Benton
Jones
Point #8
Cedar Rapids
Point #9
Iowa
Point #10 North Liberty
Point #11 Coralville near I80
Point #12 U of Iowa
Point #13
Image USDA Farm Service Agency
Image U.S. Geological Survey
Image © 2010 DigitalGlobe
©2010 Google
©2009 Google
Imagery Dates: Mar 5, 2005 - Jul 6, 2006
42°12'25.27" N 91°30'33.19" W elev 895 ft
Eye alt 153.49 mi