

Federal Communications Commission  
Washington, DC 20554Approved by OMB  
3060-0754

## FCC 398

### Children's Television Programming Report

2011  
Q3

Report reflects information for the filing period ending 2011-09-30 00:00:00.0 Filed on 2011-10-07 17:08:17.906

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
<b>KTDO</b>	<b>48 (analog)</b> <b>47 (digital)</b>	<b>LAS CRUCES</b>	<b>NM</b>	<b>DONA ANA</b>	<b>88001</b>
Licensee Name					
<b>ZGS EL PASO TELEVISION</b>					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
<b>TELEMUNDO</b>		<b>El Paso</b>	<b>WWW.HOLACIUDAD.COM</b>		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
<b>36916</b>			<b>2014-10-01 00:00:00.0</b>		

### Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c). **3.00 hours**
3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673? **Y**
- (b) Identify publishers who were sent information in 3(a).
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.  
[There are no analog core program reports.]

### Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.  
[There are no analog non-core program reports.]

### Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.  
[There are no analog sponsored core program broadcast reports.]  
[There are no analog sponsored core program detail reports.]

### Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream. **140.00 hours**
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? **Y**
- (c)

If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream

Y

If No to 7(c), submit as an Exhibit a Statement of Explanation

(None Required)

8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream

0.00 hours

(b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671

0.00 hours

9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?

Y

(b) Identify publishers who were sent information in 9(a)

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Digital Core Program #1		Origin	
THE MAGIC SCHOOL BUS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	10 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>THE MAGIC SCHOOL BUS is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.</p>			

Title of Digital Core Program #2		Origin	
BABAR		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7:30am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	10 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.</p>			

Title of Digital Core Program #3	Origin
----------------------------------	--------

**TURBO DOGS**

NETWORK

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions	
Sat 8:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From 6 years	To 10 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>TURBO DOGS is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.</p>			

## Title of Digital Core Program #4

Origin

**SHELLDON**

NETWORK

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions	
Sun 7:00am	12	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From 6 years	To 10 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

SHELLDON is an animated series about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community Shell Land, which is populated by all sorts of sea species. Sheldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic and help others, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and leader in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

## Title of Digital Core Program #5

Origin

**WILLA'S WILD LIFE**

NETWORK

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions	
Sun 7:30am	12	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From 6 years	To 10 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

WILLA'S WILD LIFE is a new animated series centered on a ix-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets -- an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become

altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Title of Digital Core Program #6		Origin	
Pearlie		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sun 8:00am	12	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	10 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

PEARLIE is an animated comedy series based on the children's book series Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlle focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlle's nemesis and cousin Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, we see Pearlle approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

11. (a) Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? **Y**
- (b) If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired. **(None Required)**

## Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

## Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]  
[There are no digital sponsored core program detail reports.]

## Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origin
----------------------------------	--------

## THE MAGIC SCHOOL BUS

## NETWORK

Regular Schedule		Total Times to be Aired	
Sat 7:00am		13	
Length of Program		Age of Target Audience	
		From	To
30 minutes		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>THE MAGIC SCHOOL BUS is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.</p>			

Title of Planned Core Program #2		Origin	
BABAR		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat 7:30am		13	
Length of Program		Age of Target Audience	
		From	To
30 minutes		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.</p>			

Title of Planned Core Program #3		Origin	
TURBO DOGS		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat 8:00am		13	
Length of Program		Age of Target Audience	
		From	To
30 minutes		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>TURBO DOGS is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.</p>			

Title of Planned Core Program #4		Origin	
SHELLDON		NETWORK	
Regular Schedule		Total Times to be Aired	
Sun 7:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>SHELLDON is an animated series about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community Shell Land, which is populated by all sorts of sea species. Sheldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic and help others, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and leader in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.</p>			

Title of Planned Core Program #5		Origin	
WILLA'S WILD LIFE		NETWORK	
Regular Schedule		Total Times to be Aired	
Sun 7:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>WILLA'S WILD LIFE is a new animated series centered on a ix-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets -- an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.</p>			

Title of Planned Core Program #6		Origin	
PEARLIE		NETWORK	
Regular Schedule		Total Times to be Aired	
Sun 8:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>PEARLIE is an animated comedy series based on the children's book series Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlle focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in</p>			

sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)? **Y**

16. Identify the licensee's children's programming liaison

Name		Telephone Number
MONIC DIAZ		915-591-9595
Address		E-mail Address
10033 CARNEGIE		MDIAZ@ZGSGROUP.COM
City	State	ZIP Code
E	TX	79925

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.

WILLFUL FALSE STATEMENTS MADE 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).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
ZGS EL PASO TELEVISION	
Date	
10/07/2011	