



(REFERENCE COPY - Not for submission)

## Children's Television Programming Report

FRN: **0002538445** File Number: **CPR-122901** Submit Date: **07/11/2011** Call Sign: **KCCI** Facility ID: **33710** City:

**DES MOINES** State: IA

Service: Full Service Television Purpose: Children's TV Programming Report Status: Received Status Date:

07/11/2011 Filing Status: Active

## Report reflects information for : Second Quarter of 2011

General
Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

# Applicant Information

#### **Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type	
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Contact Representatives (0) Contact Name Address Phone Email Contact Type

#### Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Des Moines-Ames
	Web Home Page Address	www.kcci.com

#### Digital Core Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
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	168.0
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. Section 73.671:	3.0
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. Section 73.673?	Yes
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 Yes No 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?	Yes

#### Digital Core Programs(10)

Digital Core Program (1 of 10)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00-9:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rulesThis program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rulesThis program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core</b>
Program (3
of 10)

Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Dood three animated young members of a band. The child then enters the animated world of the Doodlenet, a sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulate the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rulesThis program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4	
of 10)	Response
Program Title	TROLLZ

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30-11:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magical and colorful world, who I by the credo B.F.F.L Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some o the social and emotional issues of self-esteem relating to physical features and other personal attributes emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rulesThis program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core						
Program (5						
of 10)	Response					
Program Title	TEEN KIDS NEWS					
Origination	Syndicated					

Days/Times Program Regularly Scheduled	Saturdays, 11:00-11:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The mission of Teen Kids News is to produce a weekly news program that provides information and news to kids in a manner that is educational and compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal to kids who identify with and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television. This program is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at children aged 13-16This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

## **Digital Preemption Programs #1**

Questions	Response
Title of Program	TEEN KIDS NEWS
List date and time rescheduled	4/09/2011, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2011-04-02
Episode #	4/02/2011 / #829
Reason for Preemption	Sports

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Digital Core Program (6 of 10)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rulesThis program was aired on KCCI's main digital channel (8-1).

Does the	Yes	
Licensee		
identify the		
program by		
displaying		
throughout		
the program		
the symbol E		
/I?		

Digital Core	
Program (7 of 10)	Response
Program Title	HORSELAND - II
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:30-11:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rulesThis program was aired on KCCI's main digital channel (8-1).

Does the	Yes		
Licensee			
identify the			
program by			
displaying			
throughout			
the program			
the symbol E			
/I?			

Digital Core Program (8 of 10)	Response
Program Title	MADE IN HOLLYWOOD/TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays/Wednesdays, 12:30-1:00pm
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is designed to provide for adolescent boys and girls in the 13 to 16 year old age-group an opportunity to explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries, as well as to learn about some of the skills, personal attributes, techniques, and strategies needed to enter these fields. This program is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at children aged 13-16This program was aired on KCCI's "Weather Now" digital channel (8-2).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tues/Thurs/Sat., 12:30-1:00pm
Total times aired at regularly scheduled time	39
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hanna's Animal Adventures is a half hour show hosted by the Director Emeritus of the Columb Zoo in Ohio, Jack Hanna, and is designed to meet the educational and informational needs of children 13-16 years old. Working from his "base camp" at Busch Gardens in Tampa Bay, Florida, Jack Hanna features up-close and "animal" visits throughout the world to zoos, aquariums, animal theme parks, wildlife preserves and related institutions where animals are kept, studied, and trained, and where the main focus is the protection, preservation, and understanding of wildlife and its habitats
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10	
of 10)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated

Days/Times Program Regularly Scheduled	Fridays/Sundays, 12:30-1:00pm
Total times aired at regularly scheduled time	25
Total times aired	25
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Exploration with Jarod Miller is a half-hour live action television program designed to meet the educational and informational needs of children 13-16 years old. In each episode, Jarod looks at exotic and domestic animals from his own unique perspective. Filled with energy, youth and humor, Jarod travels to zoos and aquariums to explore animals that fit a particular theme. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

## **Digital Preemption Programs #1**

Questions	Response
Title of Program	ANIMAL EXPLORATION WITH JAROD MILLER
List date and time rescheduled	
Is the rescheduled date the second home?	

Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	2011-05-13
Episode #	
Reason for Preemption	Other

Non-Core Educational and Informational Programming (0) Sponsored Core Programming (0)

#### **Liaison Contact**

Question	Response
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. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Robert Day
Address	KCCI Television, 888 Ninth St.
City	Des Moines
State	IA
Zip	50309
Telephone Number	(515) 247-8888
Email Address	rlday@hearst.com
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 noncore 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. Section 73.671, NOTES 2 and 3.	On Friday, May 13th from 12:30-1:00pm, a technical playback error occurred in the airing of "Animal Exploration with Jarod Miller" on Digital Channel 8-2, which resulted in the omission of approx. 15 minutes of this 30-minute program. Because of this playback error, the above episode of "Animal Exploration" was not included in calculating KCCI's quarterly average of digital core programming (digital multicast channel 8-2, Question #8b).

## Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00-9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)

Other Matters (2 of 8)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core
Programming.

Programming.

Other	
Other Matters (3 of 8)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core	This program is scheduled to air on KCCI's main digital channel (8-1)

Other Matters (4 of 8)	Response
Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30-11:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it	This program is scheduled to air on KCCI's main digital channel (8-1)
meets the	further the educational and informational needs of children, has educating and informing children as a

significant purpose, and otherwise meets the definition of Core Programming as specified in the

Programming.

definition of

Commission's rules.

Core

Other Matters (5 of 8)	Response
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:00-11:30am.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

educational and informational objective of the program and how it meets the definition of Core Programming.

Describe the

Other Matters (6 of 8)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)

Other Matters (7 of 8)	Response
Program Title	HORSELAND - II
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:30-11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core
Programming.

Other Matters (8 of 8)	Response
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays (6 episodes), 7:00-10:00am; Sundays (6 episodes), 7:00-10:00am.
Total times aired at regularly scheduled time	156
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's digital multi-cast channel (8-2)

#### Certification

Question Response

The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.

# FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID

Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).

I certify that this application includes all required and relevant attachments.

I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.

Des Moines Hearst Television Inc. **Attachments** 

No Attachments.