



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-159954** | Submit Date: **10/07/2014** | Call Sign: **KASW** | Facility ID: **7143** | City:
PHOENIX | State: **AZ**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/07/2014 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2014

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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	cw
	Nielsen DMA	Phoenix
	Web Home Page Address	www.cw6phoenix.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	3.0
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	0.0
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:	0.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	Rescue Heroes (KASW 61.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:00am 07/05/14 - 08/23/14
Total times aired at regularly scheduled time	8
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rescue Heroes target age is and program designed to serve the educational needs of children 6-11. Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man made disasters. Each half hour is comprised of two 11-minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages to keep an open mind, ask for help, face your fears, persistence pays off, be prepared and emphasizes procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips and information relating to educational message portrayed in the story
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Rescue Heroes (KASW 61.1)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 7:30am 07/05/14 - 08/23/14
Total times aired at regularly scheduled time	8
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rescue Heroes target age is and program designed to serve the educational needs of children 6-11. Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man made disasters. Each half hour is comprised of two 11-minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages to keep an open mind, ask for help, face your fears, persistence pays off, be prepared and emphasizes procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips and information relating to educational message portrayed in the story.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	Cubix Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:00am 08/30/14 - 09/27/14

Total times aired at regularly scheduled time	5
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Educational Goals In order to best develop the skills and values that will produce "socially conscious" and productive future adults, fostering social and emotional competencies in our children is crucial. Social and emotional skills -- such as confidence, courage, loyalty, teamwork and problem solving -- provide an important knowledge base upon which appropriate behaviors can be developed. Imaginary environments provide children with a safe mechanism to witness these "pro-social" behaviors. Cubix provides just such a framework. The series tackles life scenarios that commonly affect children today. The educational objectives of Cubix include the reinforcement of age-appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment. The Botties and their robots tackle personal and community adversities in creative story lines. Within this framework, children can see age-appropriate problem-solving strategies and learn to model the appropriate behavior. Through the Botties' experiences, viewers learn to overcome self-esteem and social competency issues, demonstrating to children that self-confidence, courage and resilience are necessary tools for problem solving and establishing good interpersonal relationships. Moreover, the characters inspire and promote altruistic behaviors, such as community participation, support, resilience, tolerance and leadership skills. Specific Educational Objectives</p> <p>Teach children to think and act independently, especially when the right thing to do is not the popular thing to do. Target Audience The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	Cubix Robots For Everyone

Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:30am 08/30/14 - 09/27/14
Total times aired at regularly scheduled time	5
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Educational Goals In order to best develop the skills and values that will produce "socially conscious" and productive future adults, fostering social and emotional competencies in our children is crucial. Social and emotional skills -- such as confidence, courage, loyalty, teamwork and problem solving -- provide an important knowledge base upon which appropriate behaviors can be developed. Imaginary environments provide children with a safe mechanism to witness these "pro-social" behaviors. Cubix provides just such a framework. The series tackles life scenarios that commonly affect children today. The educational objectives of Cubix include the reinforcement of age-appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment. The Botties and their robots tackle personal and community adversities in creative story lines. Within this framework, children can see age-appropriate problem-solving strategies and learn to model the appropriate behavior. Through the Botties' experiences, viewers learn to overcome self-esteem and social competency issues, demonstrating to children that self-confidence, courage and resilience are necessary tools for problem solving and establishing good interpersonal relationships. Moreover, the characters inspire and promote altruistic behaviors, such as community participation, support, resilience, tolerance and leadership skills. Specific Educational Objectives Teach children to think and act independently, especially when the right thing to do is not the popular thing to do. Target Audience The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	Animal Atlas (KASW 61.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8:00AM 07/06/14 - 09/28/14
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FCC E/I compliant content (ages 13-16):Animal Atlas is an educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them. Relying on the rich visuals of the world of animals, the series' writing ties together images and actions in nature with educational and informational themes. It is impossible to watch an episode without learning some fascinating fact about the animal kingdom. As digital photography has progressed, the images on the series have grown more colorful and detailed and each episode has some eye-popping image that a zoologist twenty years ago would have killed for. For the targeted viewers 13-16 years-old, it builds on natural curiosity and adolescent-friendly topics like weapons, groups, and inherited behaviors. Those behaviors neatly model the adolescent viewers own(human) behaviors.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 8)		Response
Program Title	PETS TV (KASW 61.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUN 8:30AM 07/06/14 - 09/28/14	
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	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Pets TV exposes kids to everything pets. Shows how pets relate to their lives and interests of the owners. Shares with viewer the origins of how certain animals became pets in their geographic location. Motivate audience to pursue more information about pets. Offers message to kids about responsibility, priorities, commitment and perserverance to pets. Targets teens 13 to 16</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (7 of 8)		Response
Program Title	ON THE SPOT (KASW 61.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUN 9:00AM 07/06/14 - 09/28/14	
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	The Coolest Places on Earth (KASW 61.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 9:30AM 07/06/14 - 09/28/14
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>FCC EI compliant content (ages 13-16)The Coolest Places on Earth is an educational and informative half-hour, EI program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them.Target audience for tone, program content, and learning concepts: Middle and high school (ages 13-16)General Category of Learning:Geography,Common Core State Standards (grades 8-12, History-Social Science (grades 8-12), Research, Evidence, and Point of View 1. Students frame questions that can be answered by historical study and research. 2. Students distinguish fact from opinion in historical narratives and stories. 4. Students assess the credibility of primary and secondary sources and draw sound conclusions from them. 5. Students detect the different historical points of view on historical events and determine</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**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	Steve Bernstein
Address	5555 N. 7th Ave
City	Phoenix
State	AZ
Zip	85013
Telephone Number	602-207-3263
Email Address	Steve.Bernstein@kasw.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.	To clarify the channel number listed above, KASW operates on RF Channel 49. Channel 61 is its virtual channel, by which it is know to its viewers.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	The Dog Whisperer with Cesar Millan: Family Edition (KASW 61.1)
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7:00AM 10/04/14 - 12/27/14
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.

Other Matters (2 of 6)	Response
Program Title	The Dog Whisperer with Cesar Millan: Family Edition (KASW 61.1)
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7:30AM 10/04/14 - 12/27/14
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
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Other Matters (3 of 6)	Response
Program Title	Animal Atlas (KASW 61.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8:00am 10/05/14 - 12/28/14
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FCC E/I compliant content (ages 13-16):Animal Atlas is an educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them. Relying on the rich visuals of the world of animals, the series' writing ties together images and actions in nature with educational and informational themes. It is impossible to watch an episode without learning some fascinating fact about the animal kingdom. As digital photography has progressed, the images on the series have grown more colorful and detailed and each episode has some eye-popping image that a zoologist twenty years ago would have killed for. For the targeted viewers 13-16 years-old, it builds on natural curiosity and adolescent-friendly topics like weapons, groups, and inherited behaviors. Those behaviors neatly model the adolescent viewers own(human) behaviors.

Other Matters (4 of 6)	Response
Program Title	Pets TV (KASW 61.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8:30AM 10/05/14 - 12/28/14
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pets TV exposes kids to everything pets. Shows how pets relate to their lives and interests of the owners. Shares with viewer the origins of how certain animals became pets in their geographic location. Motivate audience to pursue more information about pets. Offers message to kids about responsibility, priorities, commitment and perserverance to pets. Targets teens 13 to 16

Other Matters (5 of 6)	Response
Program Title	On The Spot (KASW 61.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 9:00AM 10/05/14 - 12/28/14
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person. Target age group teens 13-16.

Other Matters (6 of 6)	Response
Program Title	The Coolest Places on Earth (KASW 61.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 9:30AM 10/05/14 - 12/28/14

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FCC EI compliant content (ages 13-16)The Coolest Places on Earth is an educational and informative half-hour, EI program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them.Target audience for tone, program content, and learning concepts: Middle and high school (ages 13-16)General Category of Learning:Geography,Common Core State Standards (grades 8-12, History-Social Science (grades 8-12), Research, Evidence, and Point of View 1. Students frame questions that can be answered by historical study and research. 2. Students distinguish fact from opinion in historical narratives and stories. 4. Students assess the credibility of primary and secondary sources and draw sound conclusions from them. 5. Students detect the different historical points of view on historical events and determine

Certification

Question	Response
<p>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.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>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.</p> <p>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).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>SAGAMOREHILL of Phoenix Licenses, LLC.</p>

Attachments

No Attachments.