



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004284899** | File Number: **CPR-168100** | Submit Date: **04/10/2015** | Call Sign: **KMSS-TV** | Facility ID: **12525** |
City: **SHREVEPORT** | State: **LA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/10/2015 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2015**

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	FOX
	Nielsen DMA	Shreveport
	Web Home Page Address	www.kmsstv.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	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(7)

Digital Core Program (1 of 7)	Response
Program Title	Jack Hanna's Into The Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays at 730am 01/05-03/30/15
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.	Jack Hanna's Into the Wild introduces viewers to the biodiversity of the area which is the subject of each episode, how animals are adapted to the environment, and the changes humans have imposed on the environment, as well as the positive impact of local conservation efforts. A sub-note feature adds educational value to the program content and enhances the scientific foundation. The program engages the audience with the emotional appeal of the wild animals and the conservation message to encourage an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment reinforce the educational value and impact of the program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 7)	Response
Program Title	Dog Tales
Origination	Syndicated

Days/Times Program Regularly Scheduled	Tuesday at 730am 01/06-03/31/15
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.	Dog Tales includes dog safety and care tips, as well as informative segments on dog breeds, habits, training and exercise also veterinary experts explain different issues affecting canines. Also included are recomendated reading lists about dogs, and children are encouraged to use their writing and creative skills with essay and art contests.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)		Response
Program Title		The Real Winning Edge
Origination		Syndicated
Days/Times Program Regularly Scheduled		Wednesday at 730am 01/07-03/25/15
Total times aired at regularly scheduled time		12
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.		The Real Winning Edge introduces viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who have built character through their struggles with cancer or the death of a loved one and it's about kids who came face to face with drug abuse and peerpressure without loosing their focus on their goal.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 7)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday at 730am 01/01-03/26/15
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.	Animal Rescue serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals. Episode synopsis are a part of this file.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays at 730am 01/02-03/27/15
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.	Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow Workplace, Middle school is an ideal age at which to expose students to the challenging world of work (p.5). The program motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage post secondary education (Broadening Career Horizons for Students in At-Risk Environments, Brien (1999)
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 7)		Response
Program Title		On The Spot
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays at 7am 01/03-03/28/15
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 based on national and state curriculum standards and presents trivia everyone should know in a "man on the street format" designed to be both entertaining and educational. It features questions from key subjects like science, math, English, history, art, geography and more. Not only does the show ask the questions, but it also explains the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)		Response
Program Title		Pets.TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays at 8am 01/03-03/28/15
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.		Pets.TV provides educational and informational segments exposing the target audience of young viewers to everything pets. pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.
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	Isaac Turner
Address	3150 North Market St
City	Shreveport
State	LA
Zip	71107-4005
Telephone Number	(318) 629-6000
Email Address	IsaacT@kmsstv.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.	After due review of internal station records and documentation provided to usby program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs,as specified at 47 C.F.R. Section 73.670, with respect to all program specifically designed for children ages twelve (12# and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve #12# and under that were not"educational or informational": "none." : "The Station has terminated analog programming. The licensee's response to Question 7#b# therefore assumes that the Station's current main program stream serves as the equivalent to the Station's former analog channel.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Jack Hanna's Into The Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays at 730am 04/06-06/29/15
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.	Jack Hanna's Into the Wild introduces viewers to the biodiversity of the area which is the subject of each episode, how animals are adapted to the environment, and the changes humans have imposed on the environment, as well as the positive impact of local conservation efforts. A sub-note feature adds educational value to the program content and enhances the scientific foundation. The program engages the audience with the emotional appeal of the wild animals and the conservation message to encourage an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment reinforce the educational value and impact of the program.

Other Matters (2 of 7)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday at 730am 04/07-06/30/15
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 Tales includes dog safety and care tips, as well as informative segments on dog breeds, habits, training and exercise also veterinary experts explain different issues affecting canines. Also included are recommended reading lists about dogs, and children are encouraged to use their writing and creative skills with essay and art contests.

Other Matters (3 of 7)	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday at 730am 04/01-06/24/15

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.	The Real Winning Edge introduces viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who have built character through their struggles with cancer or the death of a loved one and it's about kids who came face to face with drug abuse and peerpressure without losing their focus on their goal.

Other Matters (4 of 7)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday at 730am 04/02-06/25/15
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.	Animal Rescue serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals. Episode synopsis are a part of this file.

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Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays at 730am 04/03-06/26/15
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.	Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow Workplace,Middle school is an ideal age at which to expose students to the challenging world of work (p.5). The program motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage post secondary education (Broadening Career Horizons for Students in At-Risk Environments, Brien (1999)
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Other Matters (7 of 7)	Response
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 8am 04/04-06/27/15
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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 provides educational and informational segments exposing the target audience of young viewers to everything pets. pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.

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>Marshall Broadcasting Group, Inc.</p>

Attachments

No Attachments.