



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023174600** | File Number: **CPR-153730** | Submit Date: **04/09/2014** | Call Sign: **KUNW-CD** | Facility ID: **167797** |

City: **YAKIMA** | State: **WA**

Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/09/2014** |

Filing Status: **Active**

Report reflects information for : **First 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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

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 | Univision |
| | Nielsen DMA | Yakima-Pasco-Rich-Kennwck |
| | Web Home Page Address | www.kunwtv.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(5)

| Digital Core Program (1 of 5) | Response |
|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Title | Pocoyo |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 08:00 AM & 08:30 AM |
| Total times aired at regularly scheduled time | 26 |
| Total times aired | 26 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 2 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 4 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (2 of 5) | Response |
|-----------------------------------------------------|-------------------|
| Program Title | The Backyardigans |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 09:00 AM |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |

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|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Each adventure begins in the backyard through the group's imagination. It is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 5) | | Response |
|----------------------------------------------------|--|--------------------|
| Program Title | | The Jungle Book |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SA, 9:30A |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | 13 |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | 0 |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 6 years to 9 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Jungle Book series is based on Rudyard Kipling's classic story. Drama, excitement and adventure mixed with a high element of comedy tell tales of how Mowgli lives and survives in the jungle, where his only companions are animals. His escapades reflect his daredevil, fearless, high spirited and fun loving nature. Mowgli is helped by Baloo the Wise Bear, his best friend Bagheera the Black Panther and mighty Kaa the Rock Python. Viewers learn the importance of friendship, curiosity, and how to overcome challenges with perseverance and an optimistic outlook on life. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 5) | | Response |
|--------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Title | | Dora the Explorer |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SA, 10:00 AM |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | 13 |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | 1 |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 2 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schoolers in a play-along, computer-style adventure designed to spark interest in learning about the world around them. Dora teaches children how to observe situations and to employ problem solving skills such as stopping to think or asking for help when they encounter an obstacle, all the while increasing their vocabulary, math skills, music appreciation and physical coordination with strong cultural and literary references. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | | Yes |

| Digital Core Program (5 of 5) Response | |
|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Title | Go Diego, Go! |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 10:30 AM |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references. |
| 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 | Doris Berry |
| Address | 2801 Terrace Heights Drive |
| City | Yakima |
| State | WA |
| Zip | 98901 |
| Telephone Number | 509-895-8021 |
| Email Address | dorisb@kunwtv.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. | KUNW ran PSA's during the quarter of interest to children covering topics such as drug abuse, child abuse, don't text and drive, etc. |

Other Matters (5)

| Other Matters (1 of 5) | Response |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Title | Pocoyo |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 08:00 AM & 08:30 AM |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 4 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand. |

| Other Matters (2 of 5) | Response |
|-----------------------------------------------|--------------------|
| Program Title | The Backyardigans |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 09:00 AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |

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|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This educational program is targeted to pre-schoolers, featuring five high-spirited friends Uniqua, Pablo, Tyrone, Tasha and Austin who inspire children to engage in creative collaborative play through musical-adventures. Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Uniqua is the curious and confident one, and sometimes is perceived as the tomboy. Pablo the penguin is most often the leader of the pack but has panic attacks when he encounters obstacles. Tyrone the moose is the laid back and cool and known for his ironic comments. Tasha the hippo is the serious one, likes to get her own way and isn't easy to fool. Austin is the timid kangaroo who starts to come out to his shell with help of his friends. Each adventure begins in the backyard through the group's imagination it is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco. |
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| Other Matters (3 of 5) | Response |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Title | The Jungle Book |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 09:30 AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 9 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Jungle Book series is based on Rudyard Kipling's classic story. Drama, excitement and adventure mixed with a high element of comedy tell tales of how Mowgli lives and survives in the jungle, where his only companions are animals. His escapades reflect his daredevil, fearless, high spirited and fun loving nature. Mowgli is helped by Baloo the Wise Bear, his best friend Bagheera the Black Panther and mighty Kaa the Rock Python. Viewers learn the importance of friendship, curiosity, and how to overcome challenges with perseverance and an optimistic outlook on life. |

| Other Matters (4 of 5) | Response |
|-----------------------------------------------|--------------------|
| Program Title | Dora the Explorer |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 10:00 AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 6 years |

| | |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schoolers in a play-along, computer-style adventure designed to spark interest in learning about the world around them. Dora teaches children how to observe situations and to employ problem solving skills such as stopping to think or asking for help when they encounter an obstacle, all the while increasing their vocabulary, math skills, music appreciation and physical coordination with strong cultural and literary references. |
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| Other Matters (5 of 5) | Response |
|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Title | Go, Diego Go! |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA, 10:30 AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references. |

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>Sinclair Kennewick Licensee, LLC</p> |

Attachments

No Attachments.