



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003756566** | File Number: **CPR-122527** | Submit Date: **07/08/2011** | Call Sign: **KNBN** | Facility ID: **81464** | City:
RAPID CITY | State: **SD**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/08/2011 | 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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Rapid City
	Web Home Page Address	www.newscenter1.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	299.0
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:	6.0
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(16)

Digital Core Program (1 of 16)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:00am
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Turbo Dogs is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
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	Turbo Dogs
List date and time rescheduled	6/4 11:30am
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	6/4 / TDO117
Reason for Preemption	Sports

Digital Core Program (2 of 16)	Response
Program Title	Willas's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am
Total times aired at regularly scheduled time	13
Total times aired	12
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLAS WILD LIFE is a new animated series featuring a six-year-old girl, Willas Wild Life, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willas Wild Life, offering her advice and friendship from each of their respective points of view. In each episode, Willas Wild Life faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willas Wild Life finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	5/28 1am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	5/28 / WIL006
Reason for Preemption	Sports

Digital Core Program (3 of 16)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Sat 9:30am
Total times aired at regularly scheduled time	13
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	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and is returning with new episodes in 2009.
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	Babar
List date and time rescheduled	6/5 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	6/4 / BAR112
Reason for Preemption	Sports

Digital Core Program (4 of 16)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:30am
Total times aired at regularly scheduled time	13
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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	Shelldon
List date and time rescheduled	6/4 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	6/4 / SHL012
Reason for Preemption	Sports

Digital Core Program (5 of 16)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:30am

Total times aired at regularly scheduled time	13
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4 to 8-year-old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
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	Pearlie
List date and time rescheduled	5/28 7:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	5/28 / PEA110

Reason for Preemption		Sports
Digital Core Program (6 of 16)	Response	
Program Title	Magic School Bus	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat 9:00am	
Total times aired at regularly scheduled time	13	
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	7 years to 9 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>The Magic School Bus is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to make connections and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 7 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.</p>	
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	Magic School Bus
List date and time rescheduled	6/5 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	6/4 / MSB301
Reason for Preemption	Sports

Digital Core Program (7 of 16)	Response
Program Title	Edgemont
Origination	Network
Days/Times Program Regularly Scheduled	Sun 10a, 10:30a, 11a, 11:30a
Total times aired at regularly scheduled time	52
Total times aired	52
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Edgemont is a television program designed for middle and high school students aged 13-16 years-old and is rated TV-PG. Originally produced by Canadas public broadcaster, CBC, the series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each 30-minute episode generally focuses on the childrens activities at AC McKinley Secondary School. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. Most scenes occur in and around the McKinley School and the teens homes and follow the interactions of the teens. School work is taken seriously, depicted through characters studying in the library, receiving or discussing grades or doing homework at home. The cast portrays teenagers in a realistic manner with diversity along physical, social and ethnic lines, providing opportunities for most viewers to identify directly with specific characters. Each episode advances a few specific storylines based on particular social or emotional issues and takes them to a new conclusion. Characters act out behaviors that bring these issues to the forefront, and they solve problems, generally without intervention by adults but through communication with peers and direct action, which leads to a better understanding of each situation and each other. At the same time, actions do lead to consequences, and the outcomes provide a life lesson that is plainly evident but conveyed to the viewer in a natural way. It is anticipated that, on viewing Edgemont, teen viewers will compare their own behaviors to those of the characters, and the series may provide a vehicle for them to openly express to peers, and potentially teachers and parents, their own ideas and concerns relating to the issues portrayed. Parental viewing may also provide parents an additional perspective on the developmental process and social and emotional pressures in their childrens lives. The series also touches on significant societal issues, which is intended to inform teens on these topics, stimulate conversations among teen viewers and potentially complement classroom discussions. These issues range from considerations of diversity, racism and sexual identity, to divorce, teen pregnancy, bullying and alcohol and substance abuse. The series website provides additional materials, including Study Guides, to assist educators and parents in stimulating discussion of Edgemont with teens.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 16)		Response
Program Title		Made In Hollywood: Teen Edition
Origination		Network
Days/Times Program Regularly Scheduled		Sat 11a, 11:30a
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 16)	Response
Program Title	AJ's Time Traveler
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7a
Total times aired at regularly scheduled time	4
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program Description: Ages 6 to 12 Travel with A.J. and friends in his time machine as their thirst for knowledge brings them face to face with some of the most influential people in history.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 16)	Response
Program Title	Aqua Kids
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10am
Total times aired at regularly scheduled time	1
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program Description: Ages 6 to 12 Host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures in an award-winning childrens program dedicated to educating young people about the importance of protecting marine environments and the animals that live there.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 16)		Response
Program Title		Curiosity Quest
Origination		Network
Days/Times Program Regularly Scheduled		Sat 10am
Total times aired at regularly scheduled time		11
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		4 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Program Description: Ages 4 to 10 An upbeat, family show that explores what the community is curious about. Host Joel Greene provides a hands-on quest for answers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 16)		Response
Program Title		Real Life 101
Origination		Network
Days/Times Program Regularly Scheduled		Sat 11;30a
Total times aired at regularly scheduled time		1
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program Description: Ages 6 to 12 Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, Lipizzaner stallion trainers and special effects. See for yourself why these professionals love what they do. Learn about jobs you might not know even existed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)		Response
Program Title		In the Zone
Origination		Network
Days/Times Program Regularly Scheduled		Sat 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		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Earvin Magic Johnson along with his friends Karim Abdul-Jabbar, Carmelo Anthony, Kenny The Jet Smith, Jimmy Connors, Mike Schmidt and many more, teach kids of all ages the importance of conditioning, exercise, nutrition and education in all sports, both on and off the court. In the Zone shows kids that with dedication and the right attitude, they have the ability to make a difference.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (14 of 16)		Response
Program Title		Ariel and Zoey
Origination		Network
Days/Times Program Regularly Scheduled		Sat 8:30 am, 12:00pm

Total times aired at regularly scheduled time	25
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	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey & Eli Too have toured across the country performing concerts for the children of our heroic troops and the Nathaional Anthem at numerous events. Their television program introduces children to people who have accomplished great things and have a positive message.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 16) Response	
Program Title	Beta Records TV
Origination	Network
Days/Times Program Regularly Scheduled	Sat 9:00 am , 11:00am
Total times aired at regularly scheduled time	23
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.	BETA Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, Internet heroes, The Vault legendary artists, and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 16) Response	
Program Title	9th Period

Origination	Network
Days/Times Program Regularly Scheduled	Say 9am , 1pm
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	During the school day, they're top-notch students, working hard to make the grade. But come 9th period the textbooks are gone and Peyton, Conner and Meg team together and use the observation and deductive reasoning skills they've developed in class to solve the town's mysteries and crimes. Every episode includes a moral lesson as well integrating interesting science facts and other classroom knowledge.
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	Jodi Digmann
Address	2424 S Plaza Drive
City	Rapid City
State	SD
Zip	57702
Telephone Number	605-355-0024, ext 48
Email Address	jdigmann@newscenter1.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.	

Other Matters (0)

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>Rapid Broadcasting Company</p>

Attachments

No Attachments.