



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004995882** | File Number: **0000008846** | Submit Date: **04/04/2016** | Call Sign: **KMTW** | Facility ID: **77063** | City:
HUTCHINSON | State: **KS**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/05/2016 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2016**

General Information

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

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
MERCURY BROADCASTING COMPANY, INC. Doing Business As: MERCURY BROADCASTING COMPANY, INC.	Van H. Archer, III 115 EAST TRAVIS SUITE 533 SAN ANTONIO, TX 78205 United States	+1 (210) 222-0973	CHIP@STIC.NET	Company

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
Jerome Biggars <i>CHIEF ENGINEER</i> KMTW(TV)	316 NORTH WEST STREET WICHITA, KS 67203 United States	+1 (316) 942-2424	jbiggars@sbgtnv.com	Technical Representative
HARRY C. Martin, , Esquire . FLETCHER, HEALD & HILDRETH, P.L.C.	1300 N. 17TH ST. 11TH FLOOR ARLINGTON, VA 22209 United States	+1 (703) 812-0415	MARTIN@FHHLAW.COM	Legal Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	mytv
	Nielsen DMA	Wichita-Hutchinson Plus
	Web Home Page Address	www.mytvwichita.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	3.5
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(11)

Digital Core Program (1 of 11)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7-7:30AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program guides young people to potential career paths by featuring inspirational interviews with successful celebrities, entrepreneurs, business people, such as, world renowned brain surgeons to marine biologists who share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 11)	Response
Program Title	Live Life & Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:30-8AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0

Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 11)	
	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-7:30AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species.This program aired on our main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 11)	Response
Program Title	Animal Explorations
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30-8AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a "Did you know?" segment, that shares information that viewers can use in their own backyards. This program aired on the main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 11)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8-8:30AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes viewers around the world with Jack Hanna and his family to provide insight into the protection and conservation of some of our planet's most precious and endangered species. Through this program the viewer will be given a better appreciation for all creatures, great and small. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 11)	Response
Program Title	Pets TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30-9aM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program relates pets to viewers' lives and interests and exposes young viewers to diverse pets all over the world, teaching them how different cultures enjoy, care for and respect animals. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. The program and its expert guests instill a grounded balance of priorities, commitment and perseverance children can apply to their own lives. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 11)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9-9:30AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of Dogtales profiles a breed of dog; its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs and how they are a valuable part of the family. Several dog experts explain the various dogs needs, health, nutrition requirements, safety and care. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 11)	Response
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 9:00AM-9:30AM & 9:30AM-10:00AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores what viewers are curious about. In each episode, host Joel Greene goes on a quest to answer view's letters of curious. Each episode takes the audience on location for a hands-on exploration to find the answer to the particular viewer's inquiry. Joel will go to the local population to get the answer, which is sometimes conical, to the question pertaining to the particular quest. This program airs on our station's digital channel, 36.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
Program Title	Real Life 101
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 10:00AM-10:30AM (1/1/16-3/31/16)

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected, and the viewer is taken 'on the job' to understand why the professionals love what they do'; viewers may even learn about job opportunities they may not have known existed. This program airs on our station's digital channel, 36.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 11)	Response
Program Title	Awesome Addventures
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 10:30AM-11:00AM (1/1/16-3/31/16)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Various hosts and teens travel to destinations around the world, that can be both exotic and remote. The program is designed to educate, inform and entertain viewers about the world around them. Each journey is a lesson in the beauty of nature, earth's creatures, and the people who inhabit the land. The program is designed to make learning about our neighbors, both human and non-human, and the environment, fun. This program airs on our station's digital channel, 36.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 11)		Response
Program Title	Aqua Kids Adventures	
Origination	Network	
Days/Times Program Regularly Scheduled	Fridays 11:00AM-11:30AM & 11:30AM-12:00PM (1/1/16-3/31/16)	
Total times aired at regularly scheduled time	26	
Total times aired	26	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled	0	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores the marine ecosystem from tributaries, rivers, and oceans. Viewers will develop and understanding that we are 'key' in preserving the ocean environment. Aqua Kids teaches about the diversity and beauty of the marine environment and its potential destruction by pollution and carelessness of the human population, such as marine mammals dying from the ingestion of plastic, and toxic waste in our waterways, which can destroy the habitat and marine life. By showing the audience the problems they encounter, the Aqua Kids educate their peers on what can be done to solve environmental dilemmas. This program airs on our station's digits channel, 36.2.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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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	Michelle Cleaton
Address	316 N. West St.
City	Wichita
State	KS
Zip	67203
Telephone Number	(316) 942-2424
Email Address	mcleaton@sbgvtv.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.	KMTW aired Public Service Announcements for Bullying, Car Seat safety check, Seat belts, ADD Learning awareness, eating disorders, and staying drug-free. In addition, the station produces a monthly Adopt Kansas spot, which features 2 or more children available for adoption each month.

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7-7:30AM (4/1/16-6/30/16)
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 key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program will air on our main digital stream.

Other Matters (2 of 10)	Response
Program Title	Animal Exploration
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30-8AM (4/1/1616-6/30/16)
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.	Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a "Did you know?" segment, that shares information that viewers can use in their own backyards. This program will air on the main digital stream.

Other Matters (3 of 10)	Response
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Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8-8:30AM (4/1/16-6/30/16)
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.	This program takes viewers around the world with Jack Hanna and his family to provide insight into the protection and conservation of some of our planet's most precious and endangered species. Through this program the viewer will be given a better appreciation for all creatures, great and small. This program will air on the main digital stream.

Other Matters (4 of 10)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9-9:30AM (4/1/16-6/30/16)
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.	Each episode of Dogtales profiles a breed of dog; its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs and how they are a valuable part of the family. Several dog experts explain the various dogs needs, health, nutrition requirements, safety and care. This program aired on the main digital stream.

Other Matters (5 of 10)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7-7:30AM (4/1/16-6/30/16)
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.	This program guides young people to potential career paths by featuring inspirational interviews with successful celebrities, entrepreneurs, business people, such as, world renowned brain surgeons to marine biologists who share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program aired on the main digital stream.

Other Matters (6 of 10)	Response
Program Title	Live Life & Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:30-8AM (4/1/16-6/30/16)
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 goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream.

Other Matters (7 of 10)	Response
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 9:00-9:30AM (4/1/16-6/30/16)
Total times aired at regularly scheduled time	26
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.	This program explores what viewers are curious about. In each episode, host Joel Greene goes on a quest to answer viewer's letters of curiosity. Each episode takes the audience on location for a hands-on exploration to find the answer to the particular viewer's inquiry. Joel will go to the local population to get the answer, which is sometimes comical, to the question pertaining to the particular quest. This program will air on the secondary digital stream, channel 36.2

Other Matters (8 of 10)	Response
Program Title	Real Life 101
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 10:00-10:30AM (4/1/16-6/30/16)
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.	This program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected and the viewer is taken "on the job" to understand why the professionals love what they do and they even may learn about job opportunities they may not have known existed. This program will air on the secondary digital stream, channel 36.2
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Other Matters (9 of 10)	Response
Program Title	Awesome Adventures
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 10:30-11:00AM (4/1/16-6/30/16)
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.	Various hosts and teens travel to destinations around the world, that can be both exotic and remote. This program is designed to educate, inform and entertain viewers about the world around them. Each journey is a lesson in the beauty of nature, earth's creatures, and the people who inhabit the land. The program is designed to make learning about our neighbors, both human and non-human, and the environment, fun.This program will air on the secondary digital stream, channel 36.2.

Other Matters (10 of 10)	Response
Program Title	Aqua Kids Adventure
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 11:00-11:30AM & 11:30AM-12:00PM (4/1/16-6/30/16)
Total times aired at regularly scheduled time	26
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.	This program explores the marine ecosystem from tributaries, rivers and oceans to develop an understanding and let the viewer know that we are key in preserving the ocean environment. Aqua Kids teaches about the diversity and beauty of the marine environment and its potential destruction by pollution and carelessness of the human population; such as marine mammals dying from the ingestion of plastic and toxic waste in our waterways destroying the habitat and marine life. By showing the audience the problems they encounter, the Aqua Kids educate their peers on what can be done to solve environmental dilemmas. This program airs on our secondary digital system, 36.2.
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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>Yes</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>Michelle Cleaton <i>Program Coordinator</i></p> <p>04/04/2016</p>

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
<u>KMTW form 398 exhibit 1 question 7C.pdf</u>	Applicant	All Purpose	Exhibit 1 for Question 7C	Done with Virus Scan and/or Conversion