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# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-168421** | Submit Date: **08/01/2017** | Call Sign: **KCBD** | Facility ID: **27507** | City: **LUBBOCK** | State: **TX**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report Amendment** | Status: **Received**  
Status Date: **08/01/2017** | Filing Status: **Active**

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## 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?	Yes

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

<b>Applicant</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>	<b>Applicant Type</b>
<b>KCBD LICENSE SUBSIDIARY, LLC</b> Doing Business As: K CBD LICENSE SUBSIDIARY, LLC	201 Monroe Street RSA Tower, 20th Floor Mongtomery, AL 36104 United States	+1 (334) 206- 1400	fclms@raycommedia. com	Company

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**Contact  
Representatives  
(2)**

Contact Name	Address	Phone	Email	Contact Type
<b>Ann Bobeck , Esq .</b> <i>Legal Counsel</i> COVINGTON & BURLING LLP	One CityCenter 850 Tenth Street, NW Washington, DC 20001 United States	+1 (202) 662- 5719	abobeck@cov.com	Legal Representative
<b>Robert E Thurber , Jr .</b> <i>Vice President,</i> <i>Enginnering</i> RAYCOME MEDIA INC	RSA Tower, 20th FLOOR 201 MONROE STREET MONTGOMERY, AL 36104 United States	+1 (334) 206- 1400	bthurber@raycommedia. com	Technical Representative

**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Lubbock
	Web Home Page Address	www.kcbd.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	336.0
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?	No
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(18)**

Digital Core Program (1 of 18)	Response
Program Title	ASTROBLAST (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00AM (01/03/15-03/28/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast!, based on the book series "Astroblast!" by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one 3-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to: keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (2 of 18)</b>	<b>Response</b>
Program Title	THE CHICA SHOW (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM (01/03/15-03/28/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stiches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 18)</b>	<b>Response</b>
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Program Title	TREE FU TOM (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00AM (01/03/15-03/28/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (4 of 18)**

**Response**

Program Title	LAZYTOWN (MAIN CHANNEL)
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Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM (01/03/15-03/28/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (5 of 18)**

**Response**

Program Title	POPPY CAT(MAIN CHANNEL)
Origination	Network



Days/Times Program Regularly Scheduled	SATURDAYS 11:00AM (01/03/15-03/28/15)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
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.	Poppy Cat based on a book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, including the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and adventure.
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	POPPY CAT(MAIN CHANNEL)
List date and time rescheduled	02/14/2015 12:30 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2015-01-31
Episode #	01/31/2015 PCT205
Reason for Preemption	Sports

<b>Digital Core Program (6 of 18) Response</b>	
Program Title	NOODLE & DOODLE (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:30AM (01/03/15-03/28/15)
Total times aired at regularly scheduled time	7
Total times aired	13
Number of Preemptions	6
Number of Preemptions for other than Breaking News	6
Number of Preemptions Rescheduled	6
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.	Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

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	NOODLE & DOODLE (MAIN CHANNEL)
List date and time rescheduled	03/28/2015 @ 1200P
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-02-28
Episode #	02/28/2015 NAD101
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	NOODLE & DOODLE (MAIN CHANNEL)
List date and time rescheduled	02/14/2015 1200P
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-31
Episode #	01/31/2015 NAD122
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	NOODLE & DOODLE (MAIN CHANNEL)
List date and time rescheduled	03/21/2015 @ 1230P
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-02-21
Episode #	02/21/2015 NAD126
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
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Title of Program	NOODLE & DOODLE (MAIN CHANNEL)
List date and time rescheduled	01/24/2015 @ 1200P
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-10
Episode #	01/10/2015 NAD 120
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	NOODLE & DOODLE (MAIN CHANNEL)
List date and time rescheduled	03/21/2015 @ 1200P
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-02-07
Episode #	02/07/2015 NAD123
Reason for Preemption	Sports

#### Digital Preemption Programs #6

Questions	Response
Title of Program	NOODLE & DOODLE (MAIN CHANNEL)
List date and time rescheduled	01/24/2015 @ 1230P
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-17
Episode #	01/17/2015 NAD121
Reason for Preemption	Sports

Digital Core Program (7 of 18)		Response
Program Title	ANIMAL ATLAS (THIS TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	SUNDAYS 9:00AM (01/04/15-03/29/15)	
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 18)</b>	<b>Response</b>
Program Title	ANIMAL ATLAS (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 9:30AM (01/04/15-03/29/15)
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core  
Program (9 of 18) Response**

Program Title	ZOO CLUES (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 10:00AM (01/04/15-03/29/15)
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (10 of 18)</b>	<b>Response</b>
Program Title	ZOO CLUES (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 10:30AM (01/04/15-03/29/15)
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 18)</b>	<b>Response</b>
Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 11:00AM (01/04/15-03/29/15)
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (12 of 18)</b>	<b>Response</b>
Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 11:30AM (01/04/15-03/29/15)
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 18)	Response
Program Title	FUTURE PHENOMS (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM (01/03/15-03/28/15)
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.	Future Phenoms provides in-depth feature stories about the top prep athletes in the United States.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 18)	Response
Program Title	ON THE SPOT (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM (01/03/15-03/28/15)
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.	On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 18)	Response
Program Title	BETTER PLANET TV (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00AM (01/03/15-03/28/15)
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.	Better Planet explores the importance of learning about our environment and ways to improve the quality of life for everyone in the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)	Response
Program Title	MAKE: TELEVISION (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30AM (01/03/15-03/28/15)
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.	Make Television is the do-it-yourself series for a new generation! It celebrates "Makers" - the inventors, artists, geeks and just plain everyday folks who mix new and old technology to create new-fangled marvels.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 18)	Response
Program Title	OCEAN MYSTERIES (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:00AM (01/03/15-03/28/15)
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.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18)	Response
Program Title	FUTURE PHENOMS (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:30AM (01/03/15-03/28/15)
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.	Future Phenoms provides in-depth feature stories about the top prep athletes in the United States.

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	Dan Jackson
Address	5600 Avenue A
City	Lubbock
State	TX
Zip	79404
Telephone Number	(806) 744-1414
Email Address	djackson@kcbd.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.	This amended filing represents a revised submission that updates the station's response to the program guides certification following the discovery of a long-standing oversight in which the station prepared but did not properly send the requisite e/I Programming Information (i.e., e/I designation and age ranges) to the program listings services. This oversight was the result of an error in the exportation of the station's program schedules, which gave the appearance that the requisite information had been sent when, in fact, it had not. Since the discovery of this export error, the station has instituted the necessary corrections, including the use of updated processes, staff training, and the implementation of system of checks and balances to ensure a similar error does not go undetected again. KCBD launched a new multi-cast channel GRIT on 10/10/14; with children's programming commencing on 10/11/14. The station offered 3 hours of Core E/I children's programming on each Saturday from 9a-12p CT through the quarter. All 6 shows are targeted for 13-16 years of age. The More You Know Website "The More you Know's" comprehensive website (NBC.com/tmyk) compliments the on-air public service announcements, while providing in-depth referral information for viewers. Content includes: video of all current public service announcements, a general campaign overview, press releases, and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.



**Other Matters (18)**

<b>Other Matters (1 of 18)</b>	<b>Response</b>
Program Title	ASTROBLAST (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM (04/04/15-06/27/15)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast!, based on the book series "Astroblast!" by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one 3-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to: keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.

<b>Other Matters (2 of 18)</b>	<b>Response</b>
Program Title	CHICA SHOW (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM (04/04/15-06/27/15)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stiches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills
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**Other Matters (3 of 18)**

**Response**

Program Title	LAZYTOWN (MAIN CHANNEL)
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 10:00AM (04/04/15-06/27/15)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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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.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.
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**Other Matters (4 of 18)**

**Response**

Program Title	EARTH TO LUNA (MAIN CHANNEL)
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 10:30AM (04/04/15-06/27/15)
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna is a Brazilian animated series specifically aimed at teaching 2-5 year old children how to ask questions about nature and science and vigorously pursue the answers. The show encourages curiosity, research, and critical thinking. Each episode of the show is focused on a particular creature, object, or phenomenon that would be of interest to the target audience. For example, Luna might wonder how she can grow a plant without a seed and finds the answer through her inquiry process. The characters, Luna, Jupiter (her brother), and Clive (their pet ferret) embark on a research effort that takes the audience through each step that answers their overarching question. The show uses recurring features, signature phrases, and songs to cue the audience when they need to do research, when they transition to the adventure, and when they have reached the ending to review all they've learned.

**Other Matters (5 of 18)**

**Response**

Program Title	POPPY CAT (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:00AM (04/04/15-06/27/15)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat based on a book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, including the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and adventure.

<b>Other Matters (6 of 18)</b>	
	<b>Response</b>
Program Title	TREE FU TOM (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:30AM (04/04/15-06/27/15)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.

<b>Other Matters (7 of 18)</b>	
	<b>Response</b>
Program Title	ANIMAL ATLAS (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 9:00AM (04/05/15-06/28/15)
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 Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
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**Other Matters (8 of 18)**

**Response**

Program Title	ANIMAL ATLAS (THIS TV)
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Origination	Network
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Days/Times Program Regularly Scheduled	SUNDAYS 9:30AM (04/05/15-06/28/15)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
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**Other Matters (9 of 18)**

**Response**

Program Title	ZOO CLUES (THIS TV)
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Origination	Network
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Days/Times Program Regularly Scheduled	SUNDAYS 10:00AM (04/05/15-06/28/15)
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Total times aired at regularly scheduled time	13
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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.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.

<b>Other Matters (10 of 18)</b>	
	<b>Response</b>
Program Title	ZOO CLUES (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 10:30A (04/05/15-06/28/15)
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.

<b>Other Matters (11 of 18)</b>	
	<b>Response</b>
Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 11:00A (04/05/15-06/28/15)
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

<b>Other Matters (12 of 18)</b>	<b>Response</b>
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Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 11:30A (04/05/15-06/28/15)
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

<b>Other Matters (13 of 18)</b>	<b>Response</b>
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Program Title	FUTURE PHENOMS (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM (04/04/15-06/27/15)
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.	Future Phenoms provides in-depth feature stories about the top prep athletes in the United States.

Other Matters (14 of 18)	Response
Program Title	ON THE SPOT (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM (04/04/15-06/27/15)
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.	On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas.

Other Matters (15 of 18)	Response
Program Title	BETTER PLANET TV (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00AM (04/04/15-06/27/15)
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.	Better Planet explores the importance of learning about our environment and ways to improve the quality of life for everyone in the world.

Other Matters (16 of 18)	Response
Program Title	MAKE:TELEVISION (GRIT TV)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30AM (04/04/15-06/27/15)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years



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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Make Television is the do-it-yourself series for a new generation! It celebrates "Makers" - the inventors, artists, geeks and just plain everyday folks who mix new and old technology to create new-fangled marvels.

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**Other Matters (17 of 18)**

**Response**

Program Title

OCEAN MYSTERIES (GRIT TV)

Origination

Network

Days/Times Program Regularly Scheduled

SATURDAYS 11:00AM (04/04/15-06/27/15)

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.

Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience.

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**Other Matters (18 of 18)**

**Response**

Program Title

FUTURE PHENOMS (GRIT TV)

Origination

Network

Days/Times Program Regularly Scheduled

SATURDAYS 11:30AM (04/04/15-06/27/15)

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.

Future Phenoms provides in-depth feature stories about the top prep athletes in the United States.

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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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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>	
I certify that this application includes all required and relevant attachments.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	<p><b>Daniel L Jackson</b> <i>Vice President /General Manager</i></p> <p>08/01 /2017</p>

## Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
<u>KCBD Children s Amended Filing Statement (3rd Q 2014 thru 4th Q 2016) FI....pdf</u>	Applicant	Amendment		Done with Virus Scan and/or Conversion