



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238778** | File Number: **CPR-150179** | Submit Date: **01/10/2014** | Call Sign: **KMYS** | Facility ID: **51518** | City:
KERRVILLE | State: **TX**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2014 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2013

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	San Antonio
	Web Home Page Address	http://www.kmys.tv

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 7:30am (10/7/2013 - 12/30/2013)
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.	This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. 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	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @7:30am (10/1/2013 - 12/31/2013)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales is geared to inform and educate kids about the world of dogs. Each episode profiles a breed, it's history, it's popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The program shows families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. Also the program has several dog experts, explaining the various dog needs, health, nutrition, safety, care, etc. 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		Real Life 101
Origination		Syndicated
Days/Times Program Regularly Scheduled		Wednesdays @ 7:30am (10/2/2013 -12/25/2013)
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.		This program presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. 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 (4 of 11) Response	
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 7:30am (10/3/2013 - 12/26/2013)
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.	Reknown animal expert Jack Hanna travels the world to remote areas to study animals in their natural habitat. Each episode is designed to reveal to viewers the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. Mr. Hanna's journeys include Alaska where he observed brown bears and the effect of declining salmon runs on the brown bear population, the Great Barrier Reef to explore its development, and to a farm for exotic animals located in Missouri where wildlife preservation and history come together. 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 (5 of 11) Response	
Program Title	Eco Company
Origination	Syndicated

Days/Times Program Regularly Scheduled	Fridays @ 7:30am (10/4/2013 - 12/27/2013)
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.	This program is hosted by teens and used peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them. 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		Live Life and Win
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday @ 7:00am (10/5/2013 - 12/28/2013)

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.	This program highlights inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. LIVE LIFE and WIN! helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions, and gain knowledge about life skills necessary to LIVE LIFE and WIN! 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	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 7:30am (10/5/2013 - 12/28/2013)
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.	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 (8 of 11)		Response
Program Title		Mama Mirabelle
Origination		Network
Days/Times Program Regularly Scheduled		Sunday @ 8:00am (10/6/2013 - 12/29/2013)
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		2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The series fosters understanding of animal customs and behaviors, encourages reflection on similarities and differences between their own lives and the animals' lives, introduces preschool children to an array of different animals in the kingdom and enriches their ability to describe and communicate about them and motivates preschool children to appreciate the wonder and beauty of animals and animal life. This program aired on the secondary digital stream, channel 35.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (9 of 11)		Response
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Program Title	Toot and Puddle
Origination	Network
Days/Times Program Regularly Scheduled	Sunday @ 8:30am (10/6/2013 - 12/29/2013)
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	2 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series encourages exploration and adventure, exciting kids about the world, teaches children about other cultures, including geography, music and history, and provides age-appropriate problem solving behavior for children to model how to be a good friend, how to be yourself and how to celebrate differences. This program aired on the secondary digital stream, channel 35.2.
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	Ya Llegamos Aventuras Mundiales	
Origination	Network	
Days/Times Program Regularly Scheduled	Sunday @ 9:00am & 9:30am (10/6/2013 - 12/29/2013)	
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	4 years to 8 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series explores a world of playground-inspired adventures as teaches basic geography and historical context of well-known world sights, develops appreciation for and encourages reflection on similarities and differences between cultures, reinforces the notion that we are all part of one big world, no matter how far away we are and nspires a sense of world exploration and adventure. This program aired on the secondary digital stream, channel 35.2.
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		Iggy Arbuckle
Origination		Network
Days/Times Program Regularly Scheduled		Sunday @ 10:00am & 10:30am (10/6/2013 - 12/29/2013)
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		4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The series motivates children's interest in nature, introduces conservation ideas, inspires positive attitudes toward science, nature and education and model age appropriate problem solving behavior. Character-driven stories emphasize wild adventure, friendship and exploration of the natural world. This program aired on the secondary digital stream, channel 35.2.
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	Eddie Miles
Address	4335 NW Loop 410
City	San Antonio
State	TX
Zip	78229
Telephone Number	210-442-6343
Email Address	emiles@deerfieldmediainc.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.	The Licensee sponsors public appearances by local news anchors to teach about the importance of staying in school. This station also welcomes any station tours to be conducted

Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 7:30am (1/6/2014 - 3/31/2014)
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 is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. This program will air on the main digital stream.

Other Matters (2 of 11)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @7:30am (1/7/2014 - 3/25/2014)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales show is geared to inform and educate kids about the world of dogs. Each episode profiles a breed, it's history, it's popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The program shows families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. Also, the program has several dog experts, explaining the various dog needs,health, nutrition, safety, care, etc. This program will air on the main digital stream.

Other Matters (3 of 11)	Response
Program Title	Real Life 101 (1/1/2014 -3/26/2014)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 7:30am
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 educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program will air on the main digital stream.

Other Matters (4 of 11)		Response
Program Title		Jack Hanna's Into the Wild
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thursdays @ 7:30am (1/2/2014 - 3/27/2014)
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.		Reknown animal expert Jack Hanna travels the world to remote areas to study animals in their natural habitat. Each episode is designed to reveal to viewers the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. Mr. Hanna's journeys include Alaska where he observed brown bears and the effect of declining salmon runs on the brown bear population, the Great Barrier Reef to explore its development, and to a farm for exotic animals located in Missouri where wildlife preservation and history come together. This program will air on the main digital stream.

Other Matters (5 of 11)		Response
Program Title		Eco Company
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fridays @ 7:30am (1/3/2014 - 3/28/2014)
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 is hosted by teens and used peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them. This program will air on the main digital stream.

Other Matters (6 of 11)	Response
Program Title	Life Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:00am (1/4/2014 - 3/29/2014)
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 highlights inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. LIVE LIFE and WIN! helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions, and gain knowledge about life skills necessary to LIVE LIFE and WIN! This program will air on the main digital stream.

Other Matters (7 of 11)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:30am (1/4/2014 - 3/29/2014)
Total times aired at regularly scheduled time	13
Length of Program	13 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 will air on the main digital stream.
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Other Matters (8 of 11)	Response
Program Title	Mama Mirabelle
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 8:00a (1/5/2014 - 3/30/2014)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series fosters understanding of animal customs and behaviors, encourages reflection on similarities and differences between their own lives and the animals' lives, introduces preschool children to an array of different animals in the kingdom and enriches their ability to describe and communicate about them and motivates preschool children to appreciate the wonder and beauty of animals and animal life. This program aired on the secondary digital stream, channel 35.2.

Other Matters (9 of 11)	Response
Program Title	Toot and Puddle
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 8:30am (1/5/2014 - 3/30/2014)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series encourages exploration and adventure, exciting kids about the world, teaches children about other cultures, including geography, music and history, and provides age-appropriate problem solving behavior for children to model how to be a good friend, how to be yourself and how to celebrate differences.

Other Matters (10 of 11)	Response
Program Title	Ya Llegamos Aventuras Mundiales
Origination	Network
Days/Times Program Regularly Scheduled	Sunday @ 9:00am & 9:30am (1/5/2014 - 3/30/2014)

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series explores a world of playground-inspired adventures as teaches basic geography and historical context of well-known world sights, develops appreciation for and encourages reflection on similarities and differences between cultures, reinforces the notion that we are all part of one big world, no matter how far away we are and nspires a sense of world exploration and adventure. This program aired on the secondary digital stream, channel 35.2.
Other Matters (11 of 11)	
Program Title	Iggy Arbuckle
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:00am and 10:30am (1/5/2014 - 3/30/2014)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series motivates children's interest in nature, introduces conservation ideas, inspires positive attitudes toward science, nature and education and model age appropriate problem solving behavior. Character-driven stories emphasize wild adventure, friendship and exploration of the natural world. This program aired on the secondary digital stream, channel 35.2.

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>Deerfield Media (San Antonio) Licensee, LLC</p>

Attachments

No Attachments.