



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-155167** | Submit Date: **07/01/2014** | Call Sign: **KHPZ-CD** | Facility ID: **35910**

City: **ROUND ROCK** | State: **TX**

Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/01/2014**

Filing Status: **Active**

Report reflects information for : **Second Quarter of 2014**

General Information

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

**Applicant  
Information**

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

| Applicant | Address | Phone | Email | Applicant Type |
|-----------|---------|-------|-------|----------------|
|           |         |       |       |                |

Contact  
Representatives  
(0)

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's  
Television  
Information

| Section      | Question              | Response            |
|--------------|-----------------------|---------------------|
| Station Type | Station Type          | Network Affiliation |
|              | Affiliated network    | CW                  |
|              | Nielsen DMA           | Austin TX           |
|              | Web Home Page Address | www.thecwaustin.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  |          |
| 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  |          |
| 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:  |          |
| 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?  |          |
| 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? |          |

Digital Core  
Programs(7)

| Digital Core<br>Program (1<br>of 7)  | Response   |
|--|--|
| Program Title  | Rescue Heroes  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday 7:00am  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times<br>aired   |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 6 years to 11 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | The "Global Response Team" Rescue Heroes involve the leader, Billy Blazes, and the main team members Wendy Waters, Jake Justice, Jack Hammer, Airl Flyer and trainee Rocky Canyon. The show was created to teach children what to do in an emergency situation. (i.e. extinguishing a grease fire, crawling on the floor in a smoky room, wearing life jackets). In each episode, the rescue heroes receive an emergency call from around the world. In the end, all citizens are safe and rescued. In episodes where it is a character's fault for the emergency, the rescue heroes make the consequences clear to the audience. (i.e. don't play with fire, don't bike on expert trails, wear a life jacket, obey rules of adults). The ending segment involves the rescue heroes explaining to the audience, (depending on the topic of the episode) how to help prevent the episode's problem from happening in real life. If the show's episode topic was unpreventable, the rescue heroes explain what children should do in that situation. After each episode, the rescue heroes then say, "Think like a rescue hero, think safe." |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core Program (2 of 7)  |   | Response |
|--|---|----------|
| Program Title  | Rescue Heroes   |          |
| Origination  | Network   |          |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday 7:30am   |          |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |          |
| Total times<br>aired   |   |          |
| Number of<br>Preemptions   | 0   |          |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |          |
| Number of<br>Preemptions<br>Rescheduled  |   |          |
| Length of<br>Program   | 30 mins   |          |
| Age of<br>Target Child<br>Audience   | 6 years to 11 years   |          |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | <p>The "Global Response Team" Rescue Heroes involve the leader, Billy Blazes, and the main team members Wendy Waters, Jake Justice, Jack Hammer, Airl Flyer and trainee Rocky Canyon. The show was created to teach children what to do in an emergency situation. (i.e. extinguishing a grease fire, crawling on the floor in a smoky room, wearing life jackets). In each episode, the rescue heroes receive an emergency call from around the world. In the end, all citizens are safe and rescued. In episodes where it is a character's fault for the emergency, the rescue heroes make the consequences clear to the audience. (i.e. don't play with fire, don't bike on expert trails, wear a life jacket, obey rules of adults). The ending segment involves the rescue heroes explaining to the audience, (depending on the topic of the episode) how to help prevent the episode's problem from happening in real life. If the show's episode topic was unpreventable, the rescue heroes explain what children should do in that situation. After each episode, the rescue heroes then say, "Think like a rescue hero, think safe."</p> |          |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |          |

|   |  |
|---|--|
| Program Title   | Missing  |
| Origination   | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Sunday 8:30am  |
| Total times aired<br>at regularly<br>scheduled time   | 13   |
| Total times aired   |  |
| Number of<br>Preemptions  | 0  |
| Number of<br>Preemptions for<br>other than<br>Breaking News   |  |
| Number of<br>Preemptions<br>Rescheduled   |  |
| Length of Program   | 30 mins  |
| Age of Target<br>Child Audience   | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | "Missing" serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guide. |
| Does the<br>Licensee identify<br>the program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                 | Yes  |

| Digital Core<br>Program (4<br>of 7)                       | Response      |
|---|---------------|
| Program Title   | On the Spot   |
| Origination   | Syndicated    |
| Days/Times<br>Program<br>Regularly<br>Scheduled           | Sunday 9:00am |
| Total times<br>aired at<br>regularly<br>scheduled<br>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. | 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. 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 (5 of 7)                      |  | Response      |
|--|--|---------------|
| Program Title                                      |  | Dog Tales     |
| Origination  |  | Syndicated    |
| Days/Times Program Regularly Scheduled             |  | Sunday 9:30am |
| Total times aired at regularly scheduled time      |  | 13            |
| Total times aired                                  |  |               |
| Number of Preemptions                              |  | 0             |
| Number of Preemptions for other than Breaking News |  |               |



|  |   |
|--|---|
| Number of Preemptions Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dog Tales serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (6 of 7)                      |  | Response            |
|--|--|---------------------|
| Program Title                                      |  | Biz Kid\$           |
| Origination  |  | Syndicated          |
| Days/Times Program Regularly Scheduled             |  | Sunday 11:00am      |
| 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                       |  | 6 years to 12 years |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Biz Kid\$ is a national financial education initiative based on an Emmy Award-winning public television series about kids, money, and business. The series includes 65 episodes and reaches over million viewers per episode. Using a clever blend of entertainment and education, each Biz Kid\$ episode shows kids how to make and manage money by introducing concepts of financial literacy and entrepreneurship. To keep young viewers engaged, the series includes a fast-paced mix of direct education delivered by young actors, sketch comedies, animation, and stories featuring real life young entrepreneurs. The show is complemented by a resource rich website, lesson plans, outreach activities, and a monthly electronic newsletter. Executive Producers are Jamie Hammond, Jim McKenna, Erren Gottlieb, and Jeannine Glista. The talented Biz Kid\$ team is best known for creating and producing Bill Nye the Science Guy. That series received numerous awards, including 26 national Emmys (two for Outstanding Children's Television Series) and the 1999 National Science Board Public Service Award, among others. Over the past decade, the producers have also created more than 275 episodes for PBS in the areas of How-To and Natural History. The team's experience includes working with Danny Thomas, Bob Hope, David Letterman, Willie Nelson, Gary Coleman, and many others, as well as on projects for NBC, CBS, ABC, The Food Network, General Electric, General Motors, Microsoft, National Geographic, and President Bill Clinton. Other honors for various projects include two Gold Medals from the New York Festivals, the first Annenberg Foundation Award, two Monitor Awards, and two Environmental Media Awards. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes  |

| Digital Core Program (7 of 7)                      |  | Response                    |
|--|--|-----------------------------|
| Program Title                                      |  | Family Style with Chef Jeff |
| Origination  |  | Syndicated                  |
| Days/Times Program Regularly Scheduled             |  | Sunday 12:00 noon           |
| 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. | Family Style with Chef Jeff is an educational and informational half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. Family Style uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well-informed choices about their eating habits, nutrition and health. |
| 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  | Rachel Steading  |
| Address   | 908 W. Martin Luther King Blvd.  |
| City  | Austin   |
| State   | TX   |
| Zip   | 78701  |
| Telephone Number  | 512-478-5400   |
| Email Address   | rachel.steading@kxan.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 has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12 ) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: NONE. |

Other Matters (7)

| Other Matters (1 of 7)   | Response   |
|--|--|
| Program Title  | Rescue Heroes  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturday 7:00am  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 6 years to 11 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The "Global Response Team" Rescue Heroes involve the leader, Billy Blazes, and the main team members Wendy Waters, Jake Justice, Jack Hammer, Airl Flyer and trainee Rocky Canyon. The show was created to teach children what to do in an emergency situation. (i.e. extinguishing a grease fire, crawling on the floor in a smoky room, wearing life jackets). In each episode, the rescue heroes receive an emergency call from around the world. In the end, all citizens are safe and rescued. In episodes where it is a character's fault for the emergency, the rescue heroes make the consequences clear to the audience. (i.e. don't play with fire, don't bike on expert trails, wear a life jacket, obey rules of adults). The ending segment involves the rescue heroes explaining to the audience, (depending on the topic of the episode) how to help prevent the episode's problem from happening in real life. If the show's episode topic was unpreventable, the rescue heroes explain what children should do in that situation. After each episode, the rescue heroes then say, "Think like a rescue hero, think safe." |

| Other Matters (2 of 7)                        | Response            |
|---|---------------------|
| Program Title                                 | Rescue Heroes       |
| Origination                                   | Network             |
| Days/Times Program Regularly Scheduled        | Saturday 7:30am     |
| Total times aired at regularly scheduled time | 13                  |
| Length of Program                             | 30 mins             |
| Age of Target Child Audience from             | 6 years to 11 years |

|  |   |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The "Global Response Team" Rescue Heroes involve the leader, Billy Blazes, and the main team members Wendy Waters, Jake Justice, Jack Hammer, Airel Flyer and trainee Rocky Canyon. The show was created to teach children what to do in an emergency situation. (i.e. extinguishing a grease fire, crawling on the floor in a smoky room, wearing life jackets). In each episode, the rescue heroes receive an emergency call from around the world. In the end, all citizens are safe and rescued. In episodes where it is a character's fault for the emergency, the rescue heroes make the consequences clear to the audience. (i.e. don't play with fire, don't bike on expert trails, wear a life jacket, obey rules of adults). The ending segment involves the rescue heroes explaining to the audience, (depending on the topic of the episode) how to help prevent the episode's problem from happening in real life. If the show's episode topic was unpreventable, the rescue heroes explain what children should do in that situation. After each episode, the rescue heroes then say, "Think like a rescue hero, think safe." |
|--|---|

| Other Matters (3 of 7)   | Response   |
|--|--|
| Program Title  | Missing  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sunday 8:30am  |
| 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. | "Missing" serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guide. |

| Other Matters (4 of 7)                        | Response             |
|---|----------------------|
| Program Title                                 | On the Spot          |
| Origination                                   | Syndicated           |
| Days/Times Program Regularly Scheduled        | Sunday 9:00am        |
| 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 based on national and state curriculum standards and presents trivia everyone should know in a "man on the street format" designed to be both entertaining and educational. The series features questions from key subjects like science, math, English, history, art, geography and more. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. |
|--|--|

| Other Matters (5 of 7)   | Response  |
|--|---|
| Program Title  | Dog Tales   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Sunday 9:30am   |
| 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. | Dog Tales serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs. |

| Other Matters (6 of 7)                        | Response            |
|---|---------------------|
| Program Title                                 | Biz Kid\$           |
| Origination                                   | Syndicated          |
| Days/Times Program Regularly Scheduled        | Sunday 11:00am      |
| Total times aired at regularly scheduled time | 13                  |
| Length of Program                             | 30 mins             |
| Age of Target Child Audience from             | 6 years to 12 years |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Biz Kid\$ is a national financial education initiative based on an Emmy Award-winning public television series about kids, money, and business. The series includes 65 episodes and reaches over million viewers per episode. Using a clever blend of entertainment and education, each Biz Kid\$ episode shows kids how to make and manage money by introducing concepts of financial literacy and entrepreneurship. To keep young viewers engaged, the series includes a fast-paced mix of direct education delivered by young actors, sketch comedies, animation, and stories featuring real life young entrepreneurs. The show is complemented by a resource rich website, lesson plans, outreach activities, and a monthly electronic newsletter. Executive Producers are Jamie Hammond, Jim McKenna, Erren Gottlieb, and Jeannine Glista. The talented Biz Kid\$ team is best known for creating and producing Bill Nye the Science Guy. That series received numerous awards, including 26 national Emmys (two for Outstanding Children's Television Series) and the 1999 National Science Board Public Service Award, among others. Over the past decade, the producers have also created more than 275 episodes for PBS in the areas of How-To and Natural History. The team's experience includes working with Danny Thomas, Bob Hope, David Letterman, Willie Nelson, Gary Coleman, and many others, as well as on projects for NBC, CBS, ABC, The Food Network, General Electric, General Motors, Microsoft, National Geographic, and President Bill Clinton. Other honors for various projects include two Gold Medals from the New York Festivals, the first Annenberg Foundation Award, two Monitor Awards, and two Environmental Media Awards. |
|--|--|

| Other Matters<br>(7 of 7)  | Response   |
|--|--|
| Program Title  | Family Style with Chef Jeff  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sunday 12:00 noon  |
| 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. | Family Style with Chef Jeff is an educational and informational half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. Family Style uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well-informed choices about their eating habits, nutrition and health. |

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> |                              |
| <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><b>KXAN,<br/>Inc.</b></p> |

**Attachments**

No Attachments.