



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0032111353** | File Number: **CPR-130222** | Submit Date: **04/10/2012** | Call Sign: **KMVU-DT** | Facility ID: **32958** |
City: **MEDFORD** | State: **OR**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/10/2012 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2012**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	Medford-Klamath Falls
	Web Home Page Address	www.fox26medford.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	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:	6.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Animal Atlas (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 7am and Sunday @ 7am
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas follows the great, classical tradition of National Geographic. Animal Atlas is a light, fun-filled educational program designed to entertain kids and adults of all ages. The show takes viewers on an up close and personal journey into the wild and whacky behavior of animals, observing species of all kinds in the wild and nature preserves all over the world. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13 - 18 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Animal Rescue (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 8:00a

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 includes safety tips and information about various animals and their habitats. The program also shows real life in-the-field experiences of professional and ordinary people takine care, treating, and helping various animals, as well as exhibiting good social responsibility and promoting strong person and community values. Animal Rescue serves the educational and informational needs of of children 13 to 16 years old.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	Jack Hannah's: Into the Wild (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hannah's Into the Wild introduces the viewer to the biodiversity of the area, how animals are adapted to the environment, and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. It brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	Teen Kids News (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday @ 7:30a
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.	Teen Kids News produces weekly educational features such as "College and You" which gives tips for choosing and getting into college and "Word" which gave training in vocabulary skills. It also gives reports for teens on healthy eating, driving and internet predators. Teen Kids News has been designed to meet needs of adolescents with a unique curiosity about their world. Stimulates 13-16 years olds curiosity, develops their learning and cognitive, listening and thinking skills and serves as an enhancement of their academic and educational experience.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	3 Wide Life (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30a
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.	3WL looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	Green Screen Adventures (26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday & Sunday 8a, 830a, 9a, 930a
Total times aired at regularly scheduled time	104
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students,ages 7 -13, children get the message that their words have power, and that their voices are being heard. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages in addition to academics kills, GSA focuseso n the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 8)		Response
Program Title		Mad About (26.2)
Origination		Network
Days/Times Program Regularly Scheduled		Saturday 10a, 1030a
Total times aired at regularly scheduled time		28
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.	M@dAbout... provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. M@dAbout... explores being "green" and understanding how our actions impact the world. The M@dAbout... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Edgemont (26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10a, 1030a
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

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 (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Beakman's World (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sunday 6a & 630a
Total times aired at regularly scheduled time:	26
Number of Preemptions	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.	Beakman answers viewer questions about science. With the help of his assistants Josie and Lester the Rat, he uses various methods like animation, interviews with famous dead people of science and simple experiments to illustrate scientific principles.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

**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	David Olmsted
Address	820 Crater Lake Ave Ste 105
City	Medford
State	OR
Zip	97504
Telephone Number	541-772-2600
Email Address	dolmsted@kmvu-tv.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Animal Atlas (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday & Sunday @ 7:00am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas follows the great, classical tradition of National Geographic. Animal Atlas is a light, fun-filled educational program designed to entertain kids and adults of all ages. The show takes viewers on an up close and personal journey into the wild and whacky behavior of animals, observing species of all kinds in the wild and nature preserves all over the world. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13 - 18 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.

Other Matters (2 of 9)	Response
Program Title	Animal Rescue (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00a
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 includes safety tips and information about various animals and their habitats. The program also shows real life in-the-field experiences of professional and ordinary people takine care, treating, and helping various animals, as well as exhibiting good social responsibility and promoting strong person and community values. Animal Rescue serves the educational and informational needs of of children 13 to 16 years old.

Other Matters (3 of 9)	Response
Program Title	Jack Hannah's: Into the Wild (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 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.	Jack Hannah's Into the Wild introduces the viewer to the biodiversity of the area, how animals are adapted to the environment, and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. It brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife.

Other Matters (4 of 9)	Response
Program Title	Teen Kids News (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays @ 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.	Teen Kids News produces weekly educational features such as "College and You" which gives tips for choosing and getting into college and "Word" which gave training in vocabulary skills. It also gives reports for teens on healthy eating, driving and internet predators. Teen Kids News has been designed to meet needs of adolescents with a unique curiosity about their world. Stimulates 13-16 years olds curiosity, develops their learning and cognitive, listening and thinking skills and serves as an enhancement of their academic and educational experience.

Other Matters (5 of 9)	Response
Program Title	3 Wide Life (26.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30a
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.	3WL looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals.

Other Matters (6 of 9)	
Response	
Program Title	Green Screen Adventures (26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday & Sunday 8a, 830a, 9a, 930a
Total times aired at regularly scheduled time	104
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7 -13, children get the message that their words have power, and that their voices are being heard. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages in addition to academics skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (7 of 9)	
Response	
Program Title	Mad About (26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10, 1030a
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	M@dAbout... provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. M@dAbout... explores being "green" and understanding how our actions impact the world. The M@dAbout... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.

Other Matters (8 of 9)	Response
Program Title	Edgemont (26.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10a, 1030a
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Other Matters (9 of 9)	Response
Program Title	MLB Player Poll (26.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1200p
Total times aired at regularly scheduled time	12
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.

MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise.

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>Broadcasting Licenses, Limited Partnership</p>

Attachments

No Attachments.