



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0006335509** | File Number: **CPR-122824** | Submit Date: **07/11/2011** | Call Sign: **KPIC** | Facility ID: **61551** | City: **ROSEBURG** | State: **OR**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/11/2011** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

## 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    | CBS, ThisTV         |
|              | Nielsen DMA           | Eugene              |
|              | Web Home Page Address | www.kpic.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:  | 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(12)

| Digital Core<br>Program (1<br>of 12)   | Response  |
|--|---|
| Program Title  | BUSYTOWN MYSTERIES - I  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 7-7:30AM   |
| 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   | 3 years to 7 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. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel. |
| 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<br>Program (2<br>of 12)   | Response  |
|--|---|
| Program Title  | BUSYTOWN MYSTERIES - II   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 7:30-8AM   |
| 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   | 3 years to 7 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. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel. |
| 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<br>Program (3<br>of 12) | Response |
|--------------------------------------|----------|
|--------------------------------------|----------|

|  |  |
|--|--|
| Program Title  | DOODLEBOPS ROCKIN' ROAD SHOW   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 8-8:30AM  |
| 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   | 3 years to 8 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. | Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel. |
| 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<br>Program (4<br>of 12) | Response |
|--------------------------------------|----------|
| Program Title                        | TROLLZ   |

|  |   |
|--|---|
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 8:30-9AM   |
| 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   | 8 years to 12 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. | TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel. |
| 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<br>Program (5<br>of 12) | Response      |
|--------------------------------------|---------------|
| Program Title                        | HORSELAND - I |
| Origination                          | Network       |



|  |   |
|--|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 9-9:30AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12  |
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 1   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 9 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. | HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel. |
| 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 Preemption Programs #1

| Questions                                | Response               |
|--|------------------------|
| Title of Program                         | HORSELAND - I          |
| List date and time rescheduled           | SUNDAY 4/3/11 5-5:30PM |
| Is the rescheduled date the second home? | Yes                    |

|  |                 |
|--|-----------------|
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes             |
| Date Preempted   |                 |
| Episode #  | SATURDAY 4/2/11 |
| Reason for Preemption  | Sports          |

| Digital Core Program (6 of 12)   | Response  |
|--|---|
| Program Title  | HORSELAND - II  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAY 9:30-10AM  |
| Total times aired at regularly scheduled time  | 12  |
| Total times aired  | 13  |
| Number of Preemptions  | 1   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  | 1   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 9 years to 11 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel. |

|  |     |
|--|-----|
| 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   | HORSELAND - II         |
| List date and time rescheduled   | SUNDAY 4/3/11 5:30-6PM |
| Is the rescheduled date the second home?   | Yes                    |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                    |
| Date Preempted   |                        |
| Episode #  | SATURDAY 4/2/11        |
| Reason for Preemption  | Sports                 |

| Digital Core Program (7 of 12)   | Response  |
|--|---|
| Program Title  | GREEN SCREEN ADVENTURES (ThisTV Network)  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAY 7-7:30AM   |
| 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   | 7 years to 13 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures teaches children critical writing skills through improvisations,storytelling,and story theatre in this fun, informational and educational program. This program aired on the multicast digital channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (8 of 12) | Response                            |
|--------------------------------|-------------------------------------|
| Program Title                  | BUSYTOWN MYSTERIES (ThisTV Network) |

|  |   |
|--|---|
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 7:30-8AM   |
| 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   | 3 years to 7 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. | Inspired by the beloved works of best-selling childrfenn's author, Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational problem solving twist. Children can follow classic characters such a Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to lifes puzzles. Each episode focuses onfostering vewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also developes vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program air- ed on the multicast channel. |
| 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<br>(9 of 12) |   | Response |
|-----------------------------------|---|----------|
| Program Title                     | THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network) |          |
| Origination                       | Network   |          |

|  |   |
|--|---|
| Days/Times Program Regularly Scheduled   | SATURDAY 8-8:30AM   |
| 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   | 2 years to 5 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program aired on the multicast digital channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program<br>(10 of 12)                 | Response  |
|--|---|
| Program Title                                      | THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network) |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled             | SATURDAY 8:30-9AM                                 |
| 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 5 years                                |

|  |   |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program aired on the multicast digital channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (11 of 12)  | Response   |
|--|--|
| Program Title  | CAKE (ThisTV Network)  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAY 9-9:30AM  |
| 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   | 8 years to 12 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cake is a live action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play and household items, and other forms of creative expres- sion. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-social concepts. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose. This program aired on the multicast digital channel. |

|   |     |
|---|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
|---|-----|

| Digital Core Program (12 of 12)  | Response   |
|--|--|
| Program Title  | DANCE REVOLUTION (ThisTV Network)  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAY 9:30-10AM   |
| 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   | 10 years to 12 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Teens and tweens bring their freshest moves to Dane Revolution, the sensational dance competition where teams of dancers incorporate innovative moves into their existing choreography and create 'revo- lutionary' new routines. Hosted by popular DJ Rick, kid friendly celebrity judges determine the winners as the dance crews perform to the juicy sounds of the Dance Revolution band, the Slumber Party Girls. Find out who takes home the Grand Prize of a \$20,000 scholarship. This program aired on the multicast digital channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

Non-Core Educational and Informational Programming (5)

| Non-Core Educational and Informational Programming (1 of 5)  | Response  |
|--|---|
| Program Title  | AWESOME ADVENTURES  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled:  | SATURDAY 10-10:30AM 4/9,4/16,4/30,5/14-6/4,6/18-6/25/11   |
| Total times aired at regularly scheduled time:   | 9   |
| 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.   | Awesome Adventures is designed to educate, inform and entertain children 16 years of age and under about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The above is not designed to be preachy or pedantic, but rather, the goal is to make the learning fun. This program is designed to further the educational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel. |
| 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 |          |

| Non-Core Educational and Informational Programming (2 of 5) | Response   |
|---|--|
| Program Title   | WILD ABOUT ANIMALS                                   |
| Origination   | Syndicated   |
| Days/Times Program Regularly Scheduled:                     | SATURDAY 11:30AM-12PM 4/16, 5/14, 5/21, 6/4, 6/18/11 |
| Total times aired at regularly scheduled time:              | 5  |
| 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.   | Wild About Animals is a weekly half hour animal magazine. This program's objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well as educate them further about animals they see every day. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel. |
| 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  |  |          |
|  |  |          |
| Non-Core Educational and Informational Programming (3 of 5)  | Response   |          |
| Program Title  | WHADDYADO  |          |
| Origination  | Syndicated   |          |
| Days/Times Program Regularly Scheduled:  | SUNDAY 4-4:30PM 4/17, 4/24, 5/15, 6/5-6/19/11  |          |
| Total times aired at regularly scheduled time:   | 6  |          |
| 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. | Whaddyado is a half hour weekly educational series designed to educate, inform, inspire and entertain children about the world around them. Each episode is an educational life lesson, based in reality, intended to prepare young people for potential situations, through dramatic re-enactments that could easily crop up at any time, anywhere. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel. |          |

|  |     |
|--|-----|
| 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 |          |

| Non-Core Educational and Informational Programming (4 of 5)  | Response  |
|--|---|
| Program Title  | AWESOME ADVENTURES  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled:  | SUNDAY 4:30-5PM 4/3-4/24, 5/15-6/26/11  |
| Total times aired at regularly scheduled time:   | 11  |
| 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. | Awesome Adventures is designed to educate, inform and entertain children 16 years of age and under about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The above is not designed to be preachy or pedantic, but rather, the goal is to make the learning fun. This program is designed to further the educational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel. |
| 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 |          |

| Non-Core Educational and Informational Programming (5 of 5)  | Response   |
|--|--|
| Program Title  | WILD ABOUT ANIMALS   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled:  | SUNDAY 5:30-6PM 4/10-6/26/11   |
| Total times aired at regularly scheduled time:   | 12   |
| 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.   | Wild About Animals is a weekly half hour animal magazine. This program's objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well as educate them further about animals they see every day. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel. |
| 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 |
|-----------|----------|
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|           |  |
|-----------|--|
| Date Time |  |
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**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  | PAUL<br>GREENE          |
| Address   | 4575<br>BLANTON<br>ROAD |
| City  | EUGENE                  |
| State   | OR                      |
| Zip   | 97405                   |
| Telephone Number  | 541-342-<br>4961        |
| Email Address   | greene@kval.<br>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 (12)

| Other Matters (1 of 12)  | Response   |
|--|--|
| Program Title  | BUSYTOWN MYSTERIES - I   |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAY 7-7:30AM  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 3 years to 7 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel. |

| Other Matters (2 of 12)                       | Response                |
|---|-------------------------|
| Program Title                                 | BUSYTOWN MYSTERIES - II |
| Origination                                   | Network                 |
| Days/Times Program Regularly Scheduled        | SATURDAY 7:30-8AM       |
| Total times aired at regularly scheduled time | 13                      |
| Length of Program                             | 30 mins                 |
| Age of Target Child Audience from             | 3 years to 7 years      |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel. |
|--|--|

| Other Matters (3 of 12)  | Response  |
|--|---|
| Program Title  | DOODLEBOPS ROCKIN' ROAD SHOW  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAY 8-8:30AM   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 3 years to 8 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel. |

| Other Matters (4 of 12)                | Response          |
|--|-------------------|
| Program Title                          | TROLLZ            |
| Origination                            | Network           |
| Days/Times Program Regularly Scheduled | SATURDAY 8:30-9AM |



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|--|--|
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 8 years to 12 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel. |

| Other Matters (5 of 12)  | Response   |
|--|--|
| Program Title  | HORSELAND - I  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAY 9-9:30AM  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 9 years to 11 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel. |

| Other Matters (6 of 12)  | Response   |
|--|--|
| Program Title  | HORSELAND - II   |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAY 9:30-10AM   |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 9 years to 11 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel. |

| Other Matters (7 of 12)  | Response   |
|--|--|
| Program Title  | GREEN SCREEN ADVENTURES (ThisTV Network)   |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAY 7-7:30AM  |
| Total times aired at regularly scheduled time  | 13   |
| 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. | Green Screen Adventures teaches children critical writing skills through improvisations,storytelling,and story theatre in this fun, informational and educational program. This program airs on the multicast digital channel. |

| Other Matters (8 of 12) | Response                            |
|-------------------------|-------------------------------------|
| Program Title           | BUSYTOWN MYSTERIES (ThisTV Network) |
| Origination             | Network                             |

|  |  |
|--|--|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAY 7:30-8AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 3 years to 7 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. | Inspired by the beloved works of best-selling childrfenn's author, Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational problem solving twist. Children can follow classic characters such a Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to lifes puzzles. Each episode focuses onfostering vewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also developes vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the multicast channel. |

| Other Matters (9 of 12)   | Response   |
|---|--|
| Program Title   | THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network)  |
| Origination   | Network  |
| Days/Times Program<br>Regularly Scheduled   | SATURDAY 8-8:30AM  |
| Total times aired at<br>regularly scheduled time  | 13   |
| Length of Program   | 30 mins  |
| Age of Target Child<br>Audience from  | 2 years to 5 years   |
| Describe the<br>educational and<br>informational objective<br>of the program and how<br>it meets the definition of<br>Core Programming. | This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program airs on the multicast digital channel. |

| Other Matters (10 of 12)                         | Response  |
|--|---|
| Program Title                                    | THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network) |
| Origination                                      | Network   |
| Days/Times Program<br>Regularly Scheduled        | SATURDAY 8:30-9AM                                 |
| Total times aired at<br>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. | This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program airs on the multicast digital channel. |

| Other Matters (11 of 12)   |   | Response |
|--|---|----------|
| Program Title  | CAKE (ThisTV Network)   |          |
| Origination  | Network   |          |
| Days/Times Program Regularly Scheduled   | SATURDAY 9-9:30AM   |          |
| Total times aired at regularly scheduled time  | 13  |          |
| Length of Program  | 30 mins   |          |
| Age of Target Child Audience from  | 8 years to 12 years   |          |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cake is a live action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play and household items, and other forms of creative expres- sion. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-social concepts. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose. This program airs on the multicast digital channel. |          |

| Other Matters (12 of 12)                      |                                   | Response |
|---|-----------------------------------|----------|
| Program Title                                 | DANCE REVOLUTION (ThisTV Network) |          |
| Origination                                   | Network                           |          |
| Days/Times Program Regularly Scheduled        | SATURDAY 9:30-10AM                |          |
| Total times aired at regularly scheduled time | 13                                |          |
| Length of Program                             | 30 mins                           |          |

|  |   |
|--|---|
| Age of Target Child Audience from  | 10 years to 12 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Teens and tweens bring their freshest moves to Dane Revolution, the sensational dance competition where teams of dancers incorporate innovative moves into their existing choreography and create 'revo- lutionary' new routines. Hosted by popular DJ Rick, kid friendly celebrity judges determine the winners as the dance crews perform to the juicy sounds of the Dance Revolution band, the Slumber Party Girls. Find out who takes home the Grand Prize of a \$20,000 scholarship. This program airs on the multicast digital channel. |

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>SOUTH WEST<br/>OREGON TV<br/>BROADCASTING<br/>CORP.</b></p> |

**Attachments**

No Attachments.