



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003742939** | File Number: **CPR-119090** | Submit Date: **04/07/2011** | Call Sign: **KFXA** | Facility ID: **35336** | City: **CEDAR RAPIDS** | State: **IA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/07/2011** | Filing Status: **Active**

Report reflects information for : **First 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
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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	Cedar Rapids-Waterloo-Dubq
	Web Home Page Address	www.kfxa.tv

**Digital Core
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
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:	0.0
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?	No

Digital Core Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Will & Dewitt
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday & Tuesday, 1/3-3/29, 7:30 AM
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Will and Dewitt, along with their human and animal friends, face challenges, such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgement which at the time may seem monumental, but serves as motivators of growth. Along with this essential kid-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Liberty Kids
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesday & Thursday, 1/5-3/31, 7:30 AM
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Frankliin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact these issues have on the lives of ordinary citizens.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)		Response
Program Title	Sherlock Holmes In The 22nd Century	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Friday, 1/7-3/25, 7:30 AM	
Total times aired at regularly scheduled time	12	
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.	The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 6)

Response

Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1/1-3/26, 7:00 AM
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.	Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally each week the show will provide practical tips that teens, and people of all ages can use in their daily lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 1/2-3/27, 7:00 AM
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.	Each episode is designed to educate, inform and entertain children 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 shows are not designed to be preachy or overly pedantic, but rather, the goal is to make learning fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 1/2-3/27, 7:30 AM
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 weekly animal magazine series, is hosted by Emmy-Award winning actress Mariette Hartley. Hartley has committed herself to fighting for the rights of animals for over 20 years. Designed to educate and inform children by bringing them entertaining and interesting stories about the worlds most fascinating animals. Each episode consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Sherlock Holmes In The 22nd Century
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday, 1/1-3/26, 6:30 AM
Total times aired at regularly scheduled time:	13
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.	The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity.
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 2)	Response
Program Title	Into The Outdoors
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sunday, 1/2-3/27, 6:30 AM
Total times aired at regularly scheduled time:	13

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.	This program is a five-time Emmy Award Winning outdoors television series for kids. Now in it's ninth season of fun and exciting outdoor adventures. Joining a diverse group of kids and adults at all locations, the program introduces fishing, camping, environmental concerns and outdoor safety, just to name a few topics. There are also many great educational subjects for teachers and parents alike to share with their kids.
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	Gregory G. Stuart
Address	600 Old Marion Rd. NE
City	Cedar Rapids
State	IA
Zip	52402
Telephone Number	319-395-9060
Email Address	gstuart@sbgnet.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.	Community Calendar: Aired each week during the quarter. Station produced public service announcements incorporate information highlighting school and community events such as school plays, concerts, science station and children museum exhibits and demonstrations along with public library and art museum exhibits and programs for cultural and educational events in the KFXA coverage area.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Will & Dewitt
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday & Tuesday, 4/4-6/7, 7:30 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Will and Dewitt, along with their human and animal friends, face challenges, such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgement which at the time may seem monumental, but serves as motivators of growth. Along with this essential kid-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. This program will air on digital channel 1.

Other Matters (2 of 8)	Response
Program Title	Liberty Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday & Thursday, 4/6-6/29, 7:30 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact these issues have on the lives of ordinary citizens. This program will air on digital channel 1.
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Other Matters (3 of 8)	Response
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Program Title	Sherlock Holmes In The 22nd Century
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday, 4/1-6/24, 7:30 AM
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.	The series is designed to build problem-solving and informational management skills and to model the pro-social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity. This program will air on digital channel 1.
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Other Matters (4 of 8)	Response
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Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 4/2-6/25, 7:00 AM
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.	Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally each week the show will provide practical tips that teens, and people of all ages can use in their daily lives. This program will air on digital channel 1.
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Other Matters (5 of 8)		Response
Program Title		Awesome Adventures
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday, 4/3-6/26, 7:00 AM
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.		Each episode is designed to educate, inform and entertain children 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 shows are not designed to be preachy or overly pedantic, but rather, the goal is to make learning fun. This program will air on digital channel 1.

Other Matters (6 of 8)		Response
Program Title		Wild About Animals
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday, 4/3-6/26, 7:30 AM
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 weekly animal magazine series, is hosted by Emmy-Award winning actress Mariette Hartley. Hartley has committed herself to fighting for the rights of animals for over 20 years. Designed to educate and inform children by bringing them entertaining and interesting stories about the worlds most fascinating animals. Each episode consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. This program will air on digital channel 1.

Other Matters (7 of 8)	
	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 4/2-6/25, 7:00 AM, 7:30 AM, 8:00 AM, 8:30 AM, 9:00 AM, 9:30 AM
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on digital channel 2.

Other Matters (8 of 8)	
	Response
Program Title	This Week In Baseball
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4/2-6/25: 2:30 PM
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.	Highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. This program will air on digital channel 1.
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Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>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>Second Generation of Iowa, LTD</p>

Attachments

No Attachments.