



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-154280** | Submit Date: **04/10/2014** | Call Sign: **KCBD** | Facility ID: **27507** | City: **LUBBOCK** | State: **TX**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/10/2014** | Filing Status: **Active**

## Report reflects information for : First Quarter of 2014

### General Information

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

**Applicant  
Information**

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

Applicant	Address	Phone	Email	Applicant Type
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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	NBC
	Nielsen DMA	Lubbock
	Web Home Page Address	www.kcbd.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 Program (1 of 12)	Response
Program Title	CHICA SHOW (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:00AM (1/4/14-3/29/14)
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	0
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.	Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stiches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stiches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Program Title	NOODLE AND DOODLE (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM (1/4/14-3/29/14)
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	0
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.	Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 12)	Response
Program Title	JUSTIN TIME (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00AM (1/4/14-3/29/14)
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	0
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.	It's time for an adventure! Watch Justin and his pals, Olive and Squidgy, as they become stars in the biggest stories of all time, told from every corner of the world!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)	Response
Program Title	TREE FU TOM (MAIN CHANNEL)

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM (1/4/14-3/29/14)
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	0
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.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 12)	Response
Program Title	LAZY TOWN (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:00AM (1/4/14-3/29/14)

Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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.	The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things.
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	LAZY TOWN (MAIN CHANNEL)
List date and time rescheduled	03/16/2014 @ 500PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-03-15
Episode #	3/15/2014 LZT106
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	LAZY TOWN (MAIN CHANNEL)
List date and time rescheduled	02/23/2014 @ 1200PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-02-22
Episode #	2/22/2014 LZT101
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	LAZY TOWN (MAIN CHANNEL)
List date and time rescheduled	02/9/2014 @ 1200PM



Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-02-08
Episode #	02/08/2014 LZT117
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	MAKE WAY FOR NODDY (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:30AM (1/4/14-3/29/14)
Total times aired at regularly scheduled time	7
Total times aired	13
Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
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.	Make Way for Noddy follows the adventures of Noddy, a little wooden boy with a nodding head and a jingly blue hat whose innocent enthusiasm leads him into all sorts of tricky situations. Along with his toy friends in the colorful world of Toyland, Noddy learns important life lessons!
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	MAKE WAY FOR NODDY (MAIN CHANNEL)
List date and time rescheduled	02/23/2014 @ 1230PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-02-22
Episode #	02/22/2014 MWN108
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
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Title of Program	MAKE WAY FOR NODDY (MAIN CHANNEL)
List date and time rescheduled	02/09/2014 @ 1230PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-02-08
Episode #	02/08/2014 MWN115
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	MAKE WAY FOR NODDY (MAIN CHANNEL)
List date and time rescheduled	01/12/2014 @ 500PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-01-11
Episode #	01/11/2014 MWN102
Reason for Preemption	Sports

### Digital Preemption Programs #4

Questions	Response
Title of Program	MAKE WAY FOR NODDY (MAIN CHANNEL)
List date and time rescheduled	01/19/2014 @ 500PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-01-18
Episode #	1/18/2014 MWN104
Reason for Preemption	Sports

### Digital Preemption Programs #5

Questions	Response
Title of Program	MAKE WAY FOR NODDY (MAIN CHANNEL)
List date and time rescheduled	02/02/2014 @ 500PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2014-02-01
Episode #	02/01/2014 MWN103
Reason for Preemption	Sports

#### Digital Preemption Programs #6

Questions	Response
Title of Program	MAKE WAY FOR NODDY (MAIN CHANNEL)
List date and time rescheduled	03/23/2014 @ 500PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-03-15
Episode #	03/15/2014 MWN111
Reason for Preemption	Sports

Digital Core Program (7 of 12)		Response
Program Title	ANIMAL ATLAS (THIS TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	SUNDAYS 9:00AM (01/05/14-03/30/14)	
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exceptional education value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 12)</b>	<b>Response</b>
Program Title	ANIMAL ATLAS (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 9:30AM (01/05/14-03/30/14)
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (9 of 12) Response</b>	
Program Title	ZOO CLUES (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 10:00AM (01/05/14-03/30/14)
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.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (10 of 12)</b>	<b>Response</b>
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Program Title	ZOO CLUES (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 10:30AM (01/05/14-03/30/14)
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.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 12)</b>	<b>Response</b>
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Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 11:00AM (01/05/14-03/30/14)
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.	Longneedle maintains the concept of a program with all the content, engagement, and age-level appropriateness for a solid E/I rated series while adapting a format that makes the program genuinely interesting to the extended general audiences. It has expanded the education value of the program with video inserts, graphs and maps for deeper explanation, and a format respecting the knowledge of its participants.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (12 of 12)</b>	<b>Response</b>
Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 11:30AM (01/05/14-03/30/14)
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

<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p>	<p>Longneedle maintains the concept of a program with all the content, engagement, and age-level appropriateness for a solid E/I rated series while adapting a format that makes the program genuinely interesting to the extended general audiences. It has expanded the education value of the program with video inserts, graphs and maps for deeper explanation, and a format respecting the knowledge of its participants.</p>
<p>Does the Licensee identify the program by displaying throughout the program the symbol E/I?</p>	<p>Yes</p>



**Non-Core  
Educational and  
Informational  
Programming (0)**

**Sponsored Core  
Programming (0)**

**Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e) (11)(iii)?	Yes
Name of children's programming liaison	Dan Jackson
Address	5600 Avenue A
City	Lubbock
State	TX
Zip	79404
Telephone Number	806-744-1414
Email Address	djackson@kcbd.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	The More You Know Websige "The More you Know's" comprehensive website (NBC.com/tmyk) compliments the on-air public service announcements, while providing in-depth referral information for viewers. Content includes: video of all current public service announcements, a general campaign overview, press releases, and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. Due to the federal government shutdown, the FCC's electronic filing system was not accessible from October 1 to October 16, 2013. The station was not able to work on the quarterly 398 report or post any materials to the station's online public inspection file during the shutdown.

**Other Matters (12)**

Other Matters (1 of 12)	Response
Program Title	CHICA SHOW (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM
Total times aired at 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.	Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stiches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills

Other Matters (2 of 12)	Response
Program Title	NOODLE AND DOODLE (MAIN CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM
Total times aired at 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.	Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat!

Other Matters (3 of 12)	Response
Program Title	JUSTIN TIME (MAIN CHANNEL)
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAYS 10:00AM
Total times aired at 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.	It's time for an adventure! Watch Justin and his pals, Olive and Squidgy, as they become stars in the biggest stories of all time, told from every corner of the world!

**Other Matters (4 of 12)**

**Response**  
Program Title TREE FU TOM (MAIN CHANNEL)

Origination Network

Days/Times Program Regularly Scheduled SATURDAYS 10:30AM

Total times aired at 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. Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.

**Other Matters (5 of 12)**

**Response**

Program Title LAZYTOWN (MAIN CHANNEL)

Origination Network

Days/Times Program Regularly Scheduled SATURDAYS 11:00AM

Total times aired at 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.

The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things.

**Other Matters (6 of 12)**

**Response**

Program Title ZOE (MAIN CHANNEL)

Origination Network

Days/Times SATURDAYS 11:30AM  
Program Regularly Scheduled

Total times aired at 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.

Zou is a French series based on the Zou books by Michel Gay. Targeted for children age 2-5, each episode explores the kind of learning issues that emerge from every day encounters in the life of a preschool child. If Zou plays his drums too loud, how can he learn to play them softly? If Zou wants a car, but has only a cardboard box, how can he transform it? If Zou lost his friend's favorite airplane, how does he explain? How can Zou be successful at baking a cake if he has never done it before? How can Zou muster the courage to go to the doctor when he's afraid of injections? These are big issues in the mind and life of a preschool child and Zou demonstrates how to have fun, ask for help, listen to advice, and try different solutions until he can commit to the strategy that works. The show says it, shows it, and does it, in the embedded and naturally occurring lesson within each episode.

**Other Matters (7 of 12)**

**Response**

Program Title ANIMAL ATLAS (THIS TV)

Origination Network

Days/Times SUNDAYS 900AM  
Program Regularly Scheduled

Total times aired at regularly scheduled time 13

Length of Program 30 mins

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Age of Target Child Audience from 13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

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**Other Matters (8 of 12)**

**Response**

Program Title ANIMAL ATLAS (THIS TV)

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Origination Network

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Days/Times Program Regularly Scheduled SUNDAYS 930AM

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Total times aired at regularly scheduled time 13

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Length of Program 30 mins

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Age of Target Child Audience from 13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

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**Other Matters (9 of 12)**

**Response**

Program Title ZOO CLUES (THIS TV)

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Origination Network

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Days/Times Program Regularly Scheduled	SUNDAYS 1000AM
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.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.

**Other Matters (10 of 12)**

**Response**

Program Title	ZOO CLUES (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 1030A
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.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together.

**Other Matters (11 of 12)**

**Response**

Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 1100A



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.	Longneedle maintains the concept of a program with all the content, engagement, and age-level appropriateness for a solid E/I rated series while adapting a format that makes the program genuinely interesting to the extended general audiences. It has expanded the education value of the program with video inserts, graphs and maps for deeper explanation, and a format respecting the knowledge of its participants.
<b>Other Matters (12 of 12)      Response</b>	
Program Title	ON THE SPOT (THIS TV)
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS 1130A
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.	Longneedle maintains the concept of a program with all the content, engagement, and age-level appropriateness for a solid E/I rated series while adapting a format that makes the program genuinely interesting to the extended general audiences. It has expanded the education value of the program with video inserts, graphs and maps for deeper explanation, and a format respecting the knowledge of its participants.

**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>KCBD License Subsidiary, LLC</b></p>

## Attachments

No Attachments.