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Children's Television Programming Report

FRN: **0023011828** | File Number: **CPR-119035** | Submit Date: **04/07/2011** | Call Sign: **KWYB** | Facility ID: **14674** | City:
BUTTE | State: **MT**

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

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 | ABC |
| | Nielsen DMA | Butte-Bozeman |
| | Web Home Page Address | www.abcmontana.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 | 180.0 |
| 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: | 7.0 |
| 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(15)

| Digital Core Program (1 of 15) | Response |
|--|---|
| Program Title | The Emperor's New School |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/7-7:30 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 8 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Kuzco, a youth who is heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust. "The Emperor's New School" is broadcast on the stations primary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (2 of 15) | Response |
|--|--|
| Program Title | The Replacements |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/7:30-8 AM |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 8 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. "The Replacements" is broadcast on the stations primary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (3 of 15) | Response |
|--|---|
| Program Title | That's So Raven |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8-8:30 AM |
| 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 | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. "That's So Raven" is broadcast on the stations primary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (4 of 15) | Response |
|--|---|
| Program Title | That's So Raven |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8:30-9 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. "That's So Raven" is broadcast on the stations primary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (5 of 15) | Response |
|--|---|
| Program Title | Hannah Montana |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/9-9:30 AM MT |
| 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 | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>Thirteen-year-old Miley Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. The January 1, 2011 episode was preempted for ESPN on ABC live network coverage of the Tournament of Roses Parade. "Hannah Montana" is broadcast on the stations primary digital channel only.</p> |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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Digital Preemption Programs #1

| Questions | Response |
|--|---|
| Title of Program | Hannah Montana |
| List date and time rescheduled | Saturday, January 8, 2022, 10-10:30 AM MT |
| 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, January 1, 2011, 9-9:30 AM MT |
| Reason for Preemption | Sports |

| Digital Core Program (6 of 15) | Response |
|--|---------------------------------|
| Program Title | The Suite Life of Zack and Cody |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/9:30-10 AM MT |
| 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 |

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| Age of Target Child Audience | 11 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Those episodes of "The Suite Life of Zack and Cody" that air on ABC as Core Programming deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school, due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure. The January 1, 2011 episode was preempted for ESPN on ABC live network coverage of the Tournament of Roses Parade. "The Suite Life of Zack and Cody" is broadcast on the stations primary digital channel only. |
| 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 | The Suite Life of Zack and Cody |
| List date and time rescheduled | Saturday, January 8, 2022, 10:30-11 AM MT |
| 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, January 1, 2011, 9:30-10 AM MT |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 15) | Response |
|--|--------------------------------|
| Program Title | Jack Hanna's Animal Adventures |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Mon. through Fri./7-7:30 AM MT |

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| Total times aired at regularly scheduled time | 64 |
| Total times aired | 64 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Jack Hanna's Animal Adventures" is a live action television program designed to meet the educational and informational needs of children. In each program, cameras follow the Host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack interacts with people that are knowledgeable about animals and their habitats, and educates as he travels the globe. Each program is designed to reveal the world in a way that presents positive role models and pro-social values within an environmentally responsible universe. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length and is designed to educate and inform children 13 to 16 years of age. The beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating as displayed throughout the entire program. "Jack Hanna's Animal Adventures" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (8 of 15) | Response |
|--|---------------------|
| Program Title | Animal Atlas |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Monday/7:30-8 AM MT |

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|--|--|
| 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" is a series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level. Summary: 1) Target audience for tone, program content, and learning concepts - Middle and High School (ages 13-16) 2) General Category of Learning - Life Sciences 3) Underlying Science Content Standards Addressed - Animal morphology, animal behavior, animal classification, and environment and adaptive characteristics 4) Secondary-Specific Science Content Standards Addressed - Structure and function in living systems, animal regulation and behavior, students understand the classification of living groups or organisms by shared derived characteristics, and students recognize a great diversity of species increases the chance that at least some organisms survive. "Animal Atlas" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (9 of 15) | | Response |
|---|--|----------------------|
| Program Title | | Wild About Animals 1 |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Tuesday/7:30-8 AM MT |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |

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| 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. | "Wild About Animals" is a half-hour animal E/I magazine series that educates and informs children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists 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 every day. "Wild About Animals 1" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (10 of 15) Response | |
|--|----------------------------|
| Program Title | Jack Hanna's into the Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesday/7:30-8 AM MT |
| 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 |

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| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Jack Hanna's Into the Wild" Shot from a number of photographic perspectives, the viewer is introduced to the biodiversity of the area, how animals are adapted to the environment, and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. While Jack Hanna introduces the habitat and wildlife, regional guides are given the "expert" status and the viewer becomes engaged in the natural environment with the same enthusiasm as Jack's family. It is also important to note that in addition to the educational content of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program. "Jack Hanna's into the Wild" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (11 of 15) | Response |
|--|---------------------|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Friday/7:30-8 AM MT |
| Total times aired at regularly scheduled time | 12 |
| 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 |

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|--|--|
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Dog Tales" serves the educational and informational needs for children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the repsonsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary aspects explaining different issues affecting canines. By promoting compassionate behavior towards dogs, the show provides young viewers with a possitive message about "Mans Best Friend" and how they are a major part of our world. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. "Dog Tales" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (12 of 15) | Response |
|--|-----------------------|
| Program Title | Dragonfly TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/7-7:30 AM MT |
| 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 |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Dragonfly TV" serves the educational and informational needs of children 13-16 years of age with its program content, including scientific principles and their practical applications in everyday life. The show also provides informative segments on various sports and academic activities and science and research techniques, allowing students to conduct their own experiments. The weekly series also promotes children's writing and creative skills. "Dragonfly TV" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (13 of 15) | Response |
|--|--|
| Program Title | Swap TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/7:30-8 AM MT |
| 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. | "Swap TV" serves the educational and informational needs of children 13-16 years of age with its program content, presenting new and varied experiences, providing practical applications in everyday life. The show also provides informative segments on various sports, academic and leisure activities, allowing students to expand their horizons. The weekly series also promotes children's writing and creative skills. "Swap TV" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (14 of 15) | Response |
|--|--|
| Program Title | Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/8-8:30 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 12 |
| 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 | 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" A dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit! Eco Company will explore all aspects of being green and understanding how we impact our world. The Eco team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. In addition, through the dynamic and interactive eco-company.tv website, teens from throughout the country will be able to submit their own ideas and videos on how to live Green! "Eco Company" is broadcast on the stations secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (15 of 15) | Response |
|---------------------------------|----------|
|---------------------------------|----------|

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|--|--|
| Program Title | Career Day |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/8:30-9 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 12 |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Career Day" is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. "Career Day" provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training. Middle school is an ideal age at which to expose students to the challenging world of work. The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which have been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education. Each segment of "Career Day" delivers an educational and informational message that supports current social, intellectual and emotional aspects of children 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives. "Career Day" is broadcast on the station's secondary digital channel only. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

Non-Core Educational and Informational Programming (4)

| Non-Core Educational and Informational Programming (1 of 4) | Response |
|--|--|
| Program Title | Jack Hanna Special: An Ocean Runs Through It |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | Sunday, January 30, 2011, 2-3 PM MT |
| Total times aired at regularly scheduled time: | 1 |
| Number of Preemptions | 0 |
| Length of Program | 60 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. | Enjoy an aquatic adventure with Jack Hanna in the heart of the Bahama Islands. In this tropical paradise, Jack discovers the largest outdoor aquarium at the unique Atlantis Hotel. Here you can hand feed a stingray or meet a tiger shark face-to-face. Jack also journeys the open seas in search of the Caribbean reef sharks. And, off the coast of Grand Bahama Island, Jack dives with bottlenose dolphins for an underwater frolic that is as heartwarming as it is memorable. "An Ocean Runs Through It" is broadcast on the stations secondary digital channel only. |
| 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 4) | Response |
|---|--|
| Program Title | Jack Hanna Special: Ferocious Big Cats |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | Sunday, January 30, 2011, 3-4 PM MT |
| Total times aired at regularly scheduled time: | 1 |

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|--|--|
| Number of Preemptions | 0 |
| Length of Program | 60 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. | Travel with Jack Hanna for an exciting journey to three game reserves in South Africa. Ferocious Big Cats features lions, leopards and cheetahs in their native environment, interacting with their young, as well as hunting and devouring their prey. Jack discovers surprising facts about the Dar Continent's cats, such as a male lion's penchant for more than one pride of females, the leopard's tendency to leave its young unattended, and how the cheetah's unique claw helps it capture prey. This is one fabulous feline adventure! "Ferocious Big Cats" is broadcast on the stations secondary digital channel only. |
| 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 4) | Response |
|--|--|
| Program Title | Jack Hanna Special: Animal Bloopers |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | Sunday, March 6, 2011, 10-11 AM MT |
| Total times aired at regularly scheduled time: | 1 |
| Number of Preemptions | 0 |
| Length of Program | 60 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. | Anything can happen when animals and Jaxk Hanna are involved. He shares with you some of the field filming that never made the cut, some of the animals that didn't want to cooperate and some of the funny mishaps he has on the sets. He'll also answer some of the funnier questions you've asked. "Animal Bloopers" is broadcast on the stations secondary digital channel only. |

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| 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 4) | Response |
|--|---|
| Program Title | Jack Hanna Special: The Thrill of the Hunt |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | Sunday, March 6, 2011, 11-12 PM MT |
| Total times aired at regularly scheduled time: | 1 |
| Number of Preemptions | 1 |
| Length of Program | 60 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. | Join Jack Hanna as he travels the globe exploring The Thrill of the Hunt. Jack takes us from the dusty savannas of Africa to the pristine mountains of Alaska to visit with some of nature's most incredible predators. Jack follows the wild dogs of Africa as they experience triumph and defeat in the wild. Next, Jack goes deep into the dark caves of Puerto Rico's rainforest, uncovering the nocturnal rituals of bats and boas, then its off to Alaska for a rare glimpse at the skilled hunting habits of the American eagle. Jack concludes this adventure with a look into the eye of the tiger to discover one of the greatest hunters of all. "The Thrill of the Hunt" is broadcast on the stations secondary digital channel only. |
| 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 |

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| 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 |
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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 | Linda Julius |
| Address | 2200 Stephens Avenue |
| City | Missoula |
| State | MT |
| Zip | 59801 |
| Telephone Number | 406-542-8900 |
| Email Address | ljulius@maxmontana.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. | Stations Primary Digital Channel - ABC: A Better Community is a joint ABC Network and affiliate campaign dedicated to building a better community through public service initiatives and community outreach with pro-social messages that inform, serve the public interest and inspire a call to action. A Better Community is designed to utilize the broad reach of the ABC Television Network, the positive influence of talent and the power of on- and off-air programming to inspire individuals to make a difference in their communities through volunteerism and public service. "ABC is focusing A Better Community on volunteerism because the idea of giving back to one's community is of high importance to the Network, our talent and our viewers - it's a call to action we are confident will resonate with viewers of all ages and backgrounds," "Volunteering is something that everyone can do, regardless of personal interests or talents - something that is beneficial not only to those who receive the goodwill of others, but also to the volunteers themselves. It can truly be life-changing for everyone, volunteering is not only important, but fun, easy, and rewarding." The centerpiece of the campaign is a series of PSAs that will air on the Network and affiliates throughout all day parts. The spots feature talent from ABC News, ABC Daytime, ABC Primetime and ABC Kids, who deliver pro-volunteering messages along with the call to action, "get involved and help build A Better Community." Each PSA encourages viewers to log onto ABetterCommunity.com where they will find tips on how to get involved, profiles of various national non-profits that offer volunteer opportunities, special features on Network initiatives, behind-the-scenes looks at the campaign and more. |

Other Matters (15)

| Other Matters (1 of 15) | Response |
|--|--|
| Program Title | The Emperor's New School |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/7-7:30 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 8 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Kuzco, a youth who is heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust. To be broadcast on the stations primary digital channel only, station terminated the analog signal on February 17, 2009. |

| Other Matters (2 of 15) | Response |
|---|------------------------|
| Program Title | The Replacements |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/7:30-8 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 8 years to 12 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. To be broadcast on the stations primary digital channel only, station terminated the analog signal on February 17, 2009. |
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| Other Matters (3 of 15) | Response |
|--|---|
| Program Title | That's So Raven |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8-8:30 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. To be broadcast on the stations primary digital channel only, station terminated the analog signal on February 17, 2009. |

| Other Matters (4 of 15) | Response |
|-------------------------|-----------------|
| Program Title | That's So Raven |
| Origination | Network |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Saturdays/8:30-9 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 10 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. To be broadcast on the stations primary digital channel only, station terminated the analog signal on February 17, 2009. |

| Other Matters (5 of 15) | Response |
|---|------------------------|
| Program Title | Hannah Montana |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/9-9:30 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 10 years to 13 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Thirteen-year-old Miley Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. To be broadcast on the stations primary digital channel only, station terminated the analog signal on February 17, 2009. |
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| Other Matters (6 of 15) | Response |
|--|---|
| Program Title | The Suite Life of Zack and Cody |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/9:30-10 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 11 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Those episodes of "The Suite Life of Zack and Cody" that air on ABC as Core Programming deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school, due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure. To be broadcast on the stations primary digital channel only, station terminated the analog signal on February 17, 2009. |

| Other Matters (7 of 15) | Response |
|-------------------------|--------------------------------|
| Program Title | Jack Hanna's Animal Adventures |
| Origination | Syndicated |

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|---|--------------------------------|
| Days/Times Program Regularly Scheduled | Mon. through Fri./7-7:30 AM MT |
| Total times aired at regularly scheduled time | 65 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

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

"Jack Hanna's Animal Adventures" is a live action television program designed to meet the educational and informational needs of children. In each program, cameras follow the Host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack interacts with people that are knowledgeable about animals and their habitats, and educates as he travels the globe. Each program is designed to reveal the world in a way that presents positive role models and pro-social values within an environmentally responsible universe. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length and is designed to educate and inform children 13 to 16 years of age. The beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating as displayed throughout the entire program. To be broadcast on the stations secondary digital channel only.

| Other Matters (8 of 15) | Response |
|---|----------------------|
| Program Title | Animal Atlas |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Monday/7:30-8 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| 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" is a series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level. Summary: 1) Target audience for tone, program content, and learning concepts - Middle and High School (ages 13-16) 2) General Category of Learning - Life Sciences 3) Underlying Science Content Standards Addressed - Animal morphology, animal behavior, animal classification, and environment and adaptive characteristics 4) Secondary-Specific Science Content Standards Addressed - Structure and function in living systems, animal regulation and behavior, students understand the classification of living groups or organisms by shared derived characteristics, and students recognize a great diversity of species increases the chance that at least some organisms survive. To be broadcast on the stations secondary digital channel only. |
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| Other Matters (9 of 15) | Response |
|--|--|
| Program Title | Wild About Animals 1 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Tuesday/7:30-8 AM MT |
| 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. | "Wild About Animals" is a half-hour animal E/I magazine series that educates and informs children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists 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 every day. To be broadcast on the stations secondary digital channel only. |

| Other Matters (10 of 15) | Response |
|---|----------------------------|
| Program Title | Jack Hanna's Into the Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesday/7:30-8 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| 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. | "Jack Hanna's Into the Wild" Shot from a number of photographic perspectives, the viewer is introduced to the biodiversity of the area, how animals are adapted to the environment, and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. While Jack Hanna introduces the habitat and wildlife, regional guides are given the "expert" status and the viewer becomes engaged in the natural environment with the same enthusiasm as Jack's family. It is also important to note that in addition to the educational content of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program. To be broadcast on the stations secondary digital channel only. |
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| Other Matters (11 of 15) | Response |
|--|---|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Friday/7:30-8 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Dog Tales" serves the educational and informational needs for children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the repsonsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary aspects explaining different issues affecting canines. By promoting compassionate behavior towards dogs, the show provides young viewers with a possitive message about "Mans Best Friend" and how they are a major part of our world. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. To be broadcast on the stations secondary digital channel only. |

| Other Matters (12 of 15) | Response |
|---|-----------------------|
| Program Title | Dragonfly TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/7-7:30 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| 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. | "Dragonfly TV" serves the educational and informational needs of children 13-16 years of age with its program content, including scientific principles and their practical applications in everyday life. The show also provides informative segments on various sports and academic activities and science and research techniques, allowing students to conduct their own experiments. The weekly series also promotes children's writing and creative skills. To be broadcast on the stations secondary digital channel only. |
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| Other Matters (13 of 15) | Response |
|--|---|
| Program Title | Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/8-8:30 AM MT |
| 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" A dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit! Eco Company will explore all aspects of being green and understanding how we impact our world. The Eco team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. In addition, through the dynamic and interactive eco-company.tv website, teens from throughout the country will be able to submit their own ideas and videos on how to live Green! To be broadcast on the stations secondary digital channel only. |

| Other Matters (14 of 15) | Response |
|---|-----------------------|
| Program Title | Swap TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/7:30-8 AM MT |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| 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. | "Swap TV" serves the educational and informational needs of children 13-16 years of age with its program content, presenting new and varied experiences, providing practical applications in everyday life. The show also provides informative segments on various sports, academic and leisure activities, allowing students to expand their horizons. The weekly series also promotes children's writing and creative skills. To be broadcast on the stations secondary digital channel only. |
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| Other Matters (15 of 15) | Response |
|--|---|
| Program Title | Career Day |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday/8:30-9 AM MT |
| 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. | "Career Day" is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. "Career Day" provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training. Middle school is an ideal age at which to expose students to the challenging world of work. The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which have been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education. Each segment of "Career Day" delivers an educational and informational message that supports current social, intellectual and emotional aspects of children 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives. To be broadcast on the stations secondary digital channel only. |

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>MMM License LLC</p> |

Attachments

No Attachments.