Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002538445** | File Number: **CPR-127287** | Submit Date: **01/10/2012** | Call Sign: **KCCI** | Facility ID: **33710** | City: **DES MOINES** | State: **IA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/10/2012** | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2011

General Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Des Moines-Ames
	Web Home Page Address	www.kcci.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	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	6.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(10)

Digital Core Program (1 of 10)	Response
Program Title	DOODLEBOPS - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00-9:30am
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. .....This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	DOODLEBOPS - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10:00am
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. .....This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 10)	Response

Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00-10:30am
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. .....This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 10)	**Response**
Program Title	BUSYTOWN MYSTERIES - II

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30-11:00am
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. .....This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 10)	**Response**
Program Title	TEEN KIDS' NEWS
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays, 11:00-11:30am
Total times aired at regularly scheduled time	8
Total times aired	14
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The mission of Teen Kids News is to produce a weekly news program that provides information and news to kids in a manner that is educational and compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal on kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television. This program is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at children aged 13-16. .....This program was aired on KCCI's main digital channel (8-1).
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	TEEN KIDS' NEWS
List date and time rescheduled	10/08/2011, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2011-10-01
Episode #	10/01/2011 / #903
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	TEEN KIDS' NEWS
List date and time rescheduled	11/19/2011, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-12
Episode #	11/12/2011 / #909
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	TEEN KIDS' NEWS
List date and time rescheduled	12/03/2011, 4:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-12-03
Episode #	12/03/2011 / #912
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	TEEN KIDS' NEWS
List date and time rescheduled	12/24/2011, 4:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-12-24
Episode #	12/24/2011 / #915
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	TEEN KIDS' NEWS
List date and time rescheduled	12/31/2011, 4:00am
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-12-31
Episode #	12/31/2011 / #916
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	TEEN KIDS' NEWS
List date and time rescheduled	12/17/2011, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-12-10
Episode #	12/10/2011 / #913
Reason for Preemption	Sports

Digital Core Program (6 of 10)	Response
Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. .....This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 10)	**Response**
Program Title	HORSELAND
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:30-11:00am
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	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. .....This program was aired on KCCI's main digital channel (8-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 10)	**Response**
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays (4 episodes), 7:00-9:00am; Sundays (4 episodes), 7:00-9:00am.
Total times aired at regularly scheduled time	108
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, Green Screen Adventures sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7 -13, children get the message that their words have power, and that their voices are being heard. Green Screen Adventures provides a unique opportunity for giving young students a real world connection to their writing -- and its impact on a broader audience -- by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, and Compassion. This program is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at children aged 7-13. .....This program was aired on KCCI's digital multi-cast channel 8-2 (Me-TV Network).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 10)	**Response**
Program Title	MAD ABOUT
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays (2 episodes), 9:00-10:00am
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Mad About" is a half hour sketch- comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improve, animation and viewer-generated video. "Mad About" conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. "Mad About" is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at kids aged 13-16. .....This program was aired on KCCI's digital multi-cast channel 8-2 (Me-TV Network).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 10)	**Response**
Program Title	EDGEMONT
Origination	Network
Days/Times Program Regularly Scheduled	Sundays (2 episodes), 9:00-10:00am
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Edgemont" is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. "Edgemont" is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at kids aged 13-16. .....This program was aired on KCCI's digital multi-cast channel 8-2 (Me-TV Network).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

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	Robert Day
Address	KCCI Television, 888 Ninth St.
City	Des Moines
State	IA
Zip	50309
Telephone Number	(515) 247-8888
Email Address	rlday@hearst.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.	As shown in the response to Question #10, six episodes of "Teen Kids News" (11:00am Saturdays), were pre-empted from their regular time periods by live coverage from CBS Sports. All of these pre-empted episodes were rescheduled; three (on 10/1, 11/12 and 12/10) to its "2nd home" time period on the following Saturday at 11:30am. For the other three pre-empted episodes (on 12/3, 12/24 and 12/31), the "2nd home" was not available, so they were rescheduled to air early Saturday (same airdate), at 4:00-4:30am. Because 4:00am is a "non-core" time period, these three pre-empted episodes were not included in calculating KCCI's quarterly average of Digital core programming (main channel, Question #7a).

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	DOODLEBOPS - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00-9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 10)	Response
Program Title	DOODLEBOPS - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (3 of 10)	**Response**
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 10)	**Response**
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30-11:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 10)	**Response**
Program Title	TEEN KIDS' NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:00-11:30am.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... The mission of Teen Kids News is to produce a weekly news program that provides information and news to kids in a manner that is educational and compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal on kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television. This program is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at children aged 13-16.

Other Matters (6 of 10)	Response
Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 10)	Response
Program Title	HORSELAND
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:30-11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's main digital channel (8-1)..... HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (8 of 10)	**Response**
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays (4 episodes), 7:00-9:00am; Sundays (4 episodes), 7:00-9:00am.
Total times aired at regularly scheduled time	104
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's digital multi-cast channel 8-2 (Me-TV Network) ..... Utilizing humor as a powerful learning tool, Green Screen Adventures sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7 -13, children get the message that their words have power, and that their voices are being heard. Green Screen Adventures provides a unique opportunity for giving young students a real world connection to their writing -- and its impact on a broader audience -- by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, and Compassion. This program is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at children aged 7-13.

Other Matters (9 of 10)	**Response**
Program Title	MAD ABOUT
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays (2 episodes), 9:00-10:00am

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's digital multi-cast channel 8-2 (Me-TV Network) ..... "Mad About" is a half hour sketch- comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation and viewer-generated video. "Mad About" conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. "Mad About" is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at kids aged 13-16.

Other Matters (10 of 10)	**Response**
Program Title	EDGEMONT
Origination	Network
Days/Times Program Regularly Scheduled	Sundays (2 episodes), 9:00-10:00am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is scheduled to air on KCCI's digital multi-cast channel 8-2 (Me-TV Network) ..... "Edgemont" is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. "Edgemont" is specifically designed as FCC qualified (E-I) Educational, Informational children's programming aimed at kids aged 13-16.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**Des Moines Hearst Television Inc.**

Attachments

No Attachments.