



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-136354** | Submit Date: **01/03/2013** | Call Sign: **KUCW** | Facility ID: **1136** | City:
OGDEN | State: **UT**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/03/2013 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2012

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Salt Lake City
	Web Home Page Address	WWW.CW30.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:	4.0
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	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-8a
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program was designed to serve the education and information needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.
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	Live Life & Win
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sunday 7-7:30a
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community. Considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.
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	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:30-8a & 9:30-10a

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.	Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.
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	Mad About Money
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8-8:30a
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.	Mad About ... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation 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 improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer created questions about life's issues.
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		Missing
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday 8:30-9a
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.		Missing is a nationally-syndicated weekly television series featuring actual cases of missing persons, both children and adults, from across North America. Working with local, state and federal law enforcement agencies, including the FBI, and missing person's organizations such as The National Center for Missing and Exploited Children, our goal is to provide viewers with vital facts about missing individuals and to increase public awareness.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (6 of 10)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 9-9:30a
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	1 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue is a weekly half-hour program showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people all over the world who help sick, injured or abused animals. This program also instructs children on the proper care of animals and provides safety tips on how to interact with all kinds of creatures in the animal kingdom. Animal Rescue is aimed at children and families who want to learn more about animal treatment, care and protection.
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	Gina D Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7-8:30a (KUCW DT2-COUNTRY NETWORK)

Total times aired at regularly scheduled time	27
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In these days of uncertainty and often times questionable role models, Gina and her crew set the standard and present examples which help the young viewer to learn and repeat socially positive behaviors. Gina is an excellent role model who is warm and honest. An unbeatable combination designed to reassure and teach. Topics that are addressed included the nature of sound, safety, and defining parts of the day. All topics are treated with appropriate educational seriousness but still they are able to retain the humor and charm which captivates and entertains children.
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		Ariel & Zoey, Eli Too
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 7:30-8:30a (KUCW DT2-COUNTRY NETWORK)
Total times aired at regularly scheduled time		12
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins

Age of Target Child Audience	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey (Eli Too), also known as AZE2, provides CORE programming in the areas music, art and history. For example, the show introduces the viewer to people who have accomplished great things and have a positive message for kids. Of course, there is plenty of music in the show. AZE2's central theme is to empower children to accomplish their goals and their dreams. There is always a focus on important life lessons -- treating others with respect and kindness.
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		Mustard Pancakes
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 8:30-9:30a (KUCW DT2-COUNTRY NETWORK)
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		2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		A weekly half-hour series where children talk about what they know and learn about what they don't. Featuring nationally known ventriloquist Taylor Mason, each episode provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significances. Visits are combined with practical demonstrations and useful information for building important life skills.
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		Mouse in the House
Origination		Syndicated

Days/Times Program Regularly Scheduled	Saturday 9:30-10a (KUCW DT2-COUNTRY NETWORK)
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Mouse in the House is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse in a 3D animated laboratory setting. Max the Mouse talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. Max also proceeds via 3D animation to explain the outcome of the experiment and how it happened.</p>
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	VALERIE THATCHER
Address	2175 WEST 1700 SOUTH
City	SALT LAKE CITY
State	UT
Zip	84104
Telephone Number	801-975-4580
Email Address	VALERIE. THATCHER@ABC4.COM
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-8a
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program was designed to serve the education and information needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.

Other Matters (2 of 10)	Response
Program Title	Live Life & Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7-7:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community. Considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.
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Other Matters (3 of 10)	Response
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:30-8a & 9:30-10a
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.	Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.

Other Matters (4 of 10)	Response
Program Title	Mad About Money
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8-8:30a
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.	Mad About ... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation 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 improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer created questions about life's issues.
Other Matters (5 of 10)	
Program Title	Missing
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8:30-9a
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.	Mad About ... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation 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 improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer created questions about life's issues.
Other Matters (6 of 10)	
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 9-9:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	1 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue is a weekly half-hour program showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people all over the world who help sick, injured or abused animals. This program also instructs children on the proper care of animals and provides safety tips on how to interact with all kinds of creatures in the animal kingdom. Animal Rescue is aimed at children and families who want to learn more about animal treatment, care and protection.

Other Matters (7 of 10)	Response
Program Title	Gina D Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7-7:30a (KUCW DT2-COUNTRY NETWORK)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In these days of uncertainty and often times questionable role models, Gina and her crew set the standard and present examples which help the young viewer to learn and repeat socially positive behaviors. Gina is an excellent role model who is warm and honest. An unbeatable combination designed to reassure and teach. Topics that are addressed included the nature of sound, safety, and defining parts of the day. All topics are treated with appropriate educational seriousness but still they are able to retain the humor and charm which captivates and entertains children.

Other Matters (8 of 10)	Response
Program Title	Ariel & Zoey, Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30-8:30a (KUCW DT2-COUNTRY NETWORK)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey (Eli Too), also known as AZE2, provides CORE programming in the areas music, art and history. For example, the show introduces the viewer to people who have accomplished great things and have a positive message for kids. Of course, there is plenty of music in the show. AZE2's central theme is to empower children to accomplish their goals and their dreams. There is always a focus on important life lessons -- treating others with respect and kindness.

Other Matters (9 of 10)	Response
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30-9:30a (KUCW DT2-COUNTRY NETWORK)

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

Other Matters (10 of 10)	Response
Program Title	Mouse in the House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30-10a (KUCW DT2-COUNTRY NETWORK)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mouse in the House is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse in a 3D animated laboratory setting. Max the Mouse talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. Max also proceeds via 3D animation to explain the outcome of the experiment and how it happened.

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>HIGH PLAINS BROADCASTING LICENSE COMPANY, LLC</p>

Attachments

No Attachments.