



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003611969** | File Number: **CPR-149862** | Submit Date: **01/09/2014** | Call Sign: **KMAX-TV** | Facility ID: **51499**  
City: **SACRAMENTO** | State: **CA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**01/09/2014** | Filing Status: **Active**

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## Report reflects information for : Fourth Quarter of 2013

### 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 |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**Children's  
Television  
Information**

| Section      | Question              | Response                 |
|--------------|-----------------------|--------------------------|
| Station Type | Station Type          | Network Affiliation      |
|              | Affiliated network    | CW                       |
|              | Nielsen DMA           | Sacramento-Stock-Modesto |
|              | Web Home Page Address | www.cw31.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  | 0.0      |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:  | 0.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | No       |

**Digital Core Programs(7)**

| Digital Core Program (1 of 7)  | Response  |
|--|---|
| Program Title  | Adventures of Chuck & Friends   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sat. 11:00am  |
| 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   | 4 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Through each week's stories Chuck and his friends will use problem-solving strategies such as teamwork, thinking creatively, taking responsibilities for their actions, perseverance when they encounter obstacles and to ask for help when trying to handle a frustrating situation. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (2 of 7)  | Response  |
|--|---|
| Program Title  | Rescue Heroes   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sat. 11:30am  |
| 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   | 6 years to 10 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up-to-the-minute knowledge, high-tech hardware and cutting-edge technology, they are dedicated to promoting safety and saving lives everywhere. |

|   |     |
|---|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
|---|-----|

| Digital Core Program (3 of 7)  | Response   |
|--|--|
| Program Title  | Real Life 101  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sat. 4:00pm  |
| 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  |  |
| 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. | Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital look at what it would really be like and what it takes to choose a particular profession. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (4 of 7)                      | Response                        |
|--|---------------------------------|
| Program Title                                      | Made in Hollywood: Teen Edition |
| Origination  | Syndicated                      |
| Days/Times Program Regularly Scheduled             | Sat. 4:30pm                     |
| 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. | Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (5 of 7)  | Response  |
|--|---|
| Program Title  | Whaddyado   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Sun. 11:30am  |
| 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   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Real footage and reenactments mix with teen-on-the-street interviews and expert opinions. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (6 of 7)                      | Response             |
|--|----------------------|
| Program Title                                      | Career Day           |
| Origination  | Syndicated           |
| Days/Times Program Regularly Scheduled             | Sun. 12:00pm         |
| 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 purpose of Career Day is to provide a safe learning environment for young viewers to become more informed about the gamut of possible careers available for them to explore. Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| <b>Digital Core Program (7 of 7)</b>   | <b>Response</b>   |
|--|---|
| Program Title  | Wild America  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Sun. 12:30pm  |
| 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   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | A series that explores the many and varied wildlife found across the United States. |
| 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  | Cynde Bloom  |
| Address   | 2713 KOVR Drive  |
| City  | West Sacramento  |
| State   | CA   |
| Zip   | 95605  |
| Telephone Number  | 916-374-1445   |
| Email Address   | cbloom@kmaxtv.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. | During the fourth quarter of 2013, KMAX continued to air PSAs targeting children and young teens that addressed drug prevention and on-line exploitation. NOTE: 11/17 - "Wild America" did not air due to technical error and was not rescheduled. |

**Other Matters (7)**

| <b>Other Matters (1 of 7)</b>  | <b>Response</b>   |
|--|---|
| Program Title  | Adventures of Chuck & Friends   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sat. 11:00am  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 4 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Through each week's stories Chuck and his friends will use problem-solving strategies such as teamwork, thinking creatively, taking responsibilities for their actions, perseverance when they encounter obstacles and to ask for help when trying to handle a frustrating situation. |

| <b>Other Matters (2 of 7)</b>  | <b>Response</b>   |
|--|---|
| Program Title  | Rescue Heroes   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sat. 11:30am  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 6 years to 10 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up-to-the-minute knowledge, high-tech hardware and cutting-edge technology, they are dedicated to promoting safety and saving lives everywhere. |

| <b>Other Matters (3 of 7)</b>  | <b>Response</b>  |
|--|--|
| Program Title  | Real Life 101  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sat. 4:00pm  |
| 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. | Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital look at what it would really be like and what it takes to choose a particular profession. |

| <b>Other Matters (4 of 7)</b> | <b>Response</b>   |
|-------------------------------|-------------------|
| Program Title                 | Made in Hollywood |
| Origination                   | Syndicated        |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | Sat. 4:30pm  |
| 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. | Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. |

| Other Matters (5 of 7)   | Response   |
|--|--|
| Program Title  | Whaddyado  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sun. 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. | Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Real footage and reenactments mix with teen-on-the-street interview and expert opinions. |

| Other Matters (6 of 7)   | Response   |
|--|--|
| Program Title  | Career Day   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sun. 12:00pm   |
| 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 purpose of Career Day is to provide a safe learning environment for young viewers to become more informed about the gamut of possible careers available for them to explore. Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. |

| Other Matters (7 of 7)                        | Response     |
|---|--------------|
| Program Title                                 | Wild America |
| Origination                                   | Syndicated   |
| Days/Times Program Regularly Scheduled        | Sun. 12:30pm |
| Total times aired at regularly scheduled time | 13           |
| Length of Program                             | 30 mins      |

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Age of Target Child Audience from

13 years to 16 years

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

A series that explores the many and varied wildlife found across the United States.

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**Certification**

| Question  | Response  |
|---|---|
| <p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p> |   |
| <p>I certify that this application includes all required and relevant attachments.</p>  |   |
| <p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>   | <p><b>Sacramento<br/>Television<br/>Stations<br/>Inc.</b></p> |

## Attachments

No Attachments.