

# Children's Television Programming Report

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 File Number:
 CPR-135863
 Submit Date:
 10/12/2012
 Call Sign:
 KCIT
 Facility ID:
 33722
 City:

 AMARILLO
 State:
 TX

 Service:
 Full Service Television
 Purpose:
 Children's TV Programming Report
 Status:
 Status Date:

 10/12/2012
 Filing Status:
 Active
 Status:
 Status:
 Status:

## **Report reflects information for : Third Quarter of 2012**

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

Applicant	Applicant Name, Type, and Contact Information				
Information	Applicant	Address	Phone	Email	Applicant Type

t	Contact Name	Address	Phone	Email	Contact Type
-					

Contact Representatives (0)

Children's	Section	Question Response	
Television Information	Station Type	Station Type Network Affiliation	n
		Affiliated network FOX	
		Nielsen DMA Amarillo	
		Web Home Page Address WWW.MYHIGHE COM	PLAINS.
	Question		Response
Digital Core Programming		per of hours of Core Programming per week broadcast by the station on its main program	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		
	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:		
	•	ride information identifying each Core Program aired on its station, including an indication nce, 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 Yes 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?

# Digital Core Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Wild about animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY - TUESDAY AT 9:30 AM 7/1/12-9/4/12
Total times aired at regularly scheduled time	23
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.	Wild about animals is a half hour animal E/I magazine series that airs 52 weeks each year. The show id hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. The series is produced for children 16 and under (specific target audience is 13-16). As the producers of "wild about animals" it is the objective of Steve Rotfeld productions, Inc. to educate and inform 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 the see every day.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Awesome adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY - THURDSAY 9:30 AM 7/1/12-8/30/12
Total times aired at regularly scheduled time	21
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.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well a two different teens, will travel each week to destinations around the world that can be both exotic a remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its' creatures, and the people that inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make learning fun
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAYS AT 9:30 AM

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.	"WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions, some episodes will feature a Moral Dilemma segment.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	PET.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 7:00 AM
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.	Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	MLB Player Poll
Origination	Network
Days/Times Program Regularly Scheduled	saturday 2 pm
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCC's E/l standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm
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	MLB Player Poll
List date and time rescheduled	September 29, 2012 @ 7:30 am
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 #	WEEK 26 September 29, 2012
Reason for Preemption	Sports

## Digital Preemption Programs #2

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 15, 2012 @ 7:30 am
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 #	WEEK 24 September 15, 2012
Reason for Preemption	Sports

#### **Digital Preemption Programs #3**

Questions	
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Title of Program	MLB Player Poll
List date and time rescheduled	September 22, 2012 @ 7:30 am
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 #	WEEK 25 September 22, 2012
Reason for Preemption	Sports

## Digital Preemption Programs #4

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 1, 2012 @ 7:30 am
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 #	WEEK 22 September 1, 2012
Reason for Preemption	Sports

## Digital Preemption Programs #5

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	September 8, 2012 @ 7:30 am
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 #	WEEK 23 September 8, 2012
Reason for Preemption	Sports

Digital Core Program (6 of 8)	Response
Program Title	Set For Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	tuesday 9:30am 9/4/12-9/30/12
Total times aired at regularly scheduled time	3
Total times aired	
Number of Preemptions	0

30 mins
2 years to 5 years
"Set For Life" relates with teens on their level about the power and impact a higher education has on them and the changing world around them in an educational and informational format designed to help its viewers make important decisions about college. Teenagers will see firsthand the diverse and exciting dynamics college life offers, while learning the different path college students can take to complete their degree.

Digital Core Program (7 of 8)	Response
Program Title	Animal Science
Origination	Syndicated
Days/Times Program Regularly Scheduled	thursday @ 9:30 am 9/13/12-9/27/12
Total times aired at regularly scheduled time	3
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 Science Shows viewers how and why animals behave using a scientific approach, with 3D animations, graphics, and analysis.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	wednesday 9:30 am 9/26/12

Total times aired at regularly scheduled time	1
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.	weekly half-hour television series shot entirely in HD, Career Day is the newest offering from Entertainment Studios that falls under the "Educational and Informational (E/I) for children age 13-16 FCC classification. Career Day offers children the opportunity to follow adults and learn about career fields that may enchant and inspire them. "We are thrilled to offer this wonderful HD series for teenagers looking for positive guidance at this important time in their lives," said Andrew Temple, president of domestic television distribution for Entertainment Studios.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1	
of 1) Program Title	Response The 83ndAnnual Bud Billiken Back-to-School Parade
Origination	Syndicated
Days/Times Program Regularly Scheduled:	sunday @ 3:30 pm 9/2/12
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.	The 83ndAnnual Bud Billiken Back-to-School Parade is the largest African-American parade in the United States entering its 34th year on television. The parade, sponsored by the Chicago Defender Charities, is a tribute to the African-American family and community and encourages youth to head back to school on the 1st day. Robert S. Abbott, founder of the Chicago Defender newspaper, founded the Bud Billiken Parade and Picnic in 1929 to award the newspaper boys. The Bud Billiken Parade ranks only third in size behind the Rose Bowl Parade and Macy's Thanksgiving Day Parade. In 2011, the parade featured more than 25 entertainment acts with National Award Winning bands & drill teams; tumblers; and national celebrities and entertainers. Celebrity stars include: Common, Brandy, Judge Mathis, Mo'Nique, Tom Joyner, Tyler Perry and words of encouragement by President Barack Obama with the First Lady. More celebrities announced by mid-July
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	Yes		
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?			

#### Date and Time Aired:

Questions	Response
Date Time	

Sponsored Core Programming (0)

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	Tom Garcia
Address	1050 s fillmore st
City	amarillo
State	тх
Zip	79101
Telephone Number	806-383-3321
Email Address	tom.garcia@kami 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.	KCIT WILL CONTINUE TO PROVIDE QUALITY EDUCATION ANI INFORMATIVE PROGRAMMING FOR CHILDREN.

Liaison Contact

#### Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Wild about animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	monday 9:30 am
Total times aired at regularly scheduled time	14
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 airs 52 weeks each year. The show id hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. The series is produced for children 16 and under (specific target audience is 13-16). As the producers of "wild about animals" it is the objective of Steve Rotfeld productions, Inc. to educate and inform 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 the see every day.
Other Matters (2 7)	2 of Response
Program Title	Awesome adventures
Origination	Syndicated
Days/Times Program Regula Scheduled	wednesday 9:30 am arly
Total times aired regularly scheduled time	dat 13
Length of Progra	am 30 mins
Age of Target C Audience from	hild 13 years to 16 years
Describe the educational and informational objective of the program and ho meets the definition of Cor Programming.	remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the w it beauty of nature, its' creatures, and the people that inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make learning fun

Other Matters (3 of 7)	Response		
Program Title	WHADDYADO		
Origination	Syndicated		
Days/Times Program Regularly Scheduled	friday at 9:30 am		
Total times aired at regularly scheduled time	13		
Length of Program	30 mins		
Age of Target Child Audience from	13 years to 16 years	S	
Describe the educational	children 16 & under	a half-hour weekly educational series designed to educate, inform, inspire and (specific target audience is 13-16) about the world around them. Each episod son, based in reality, intended to prepare young people for potential situations	e is an
and informational objective of the program and how it meets the definition of Core Programming.	easily crop up at an demonstrations, "W life. Then, using inte reaction should be v	y time, anywhere. Using a combination of actual dramatic footage, re-enactme (HADDYADO" provides a compelling look at perilous situations that have occu erviews with the participants, and instructions from experts, we learn what the when faced with similar life-threatening circumstances. Also, in an effort to hel decisions, some episodes will feature a Moral Dilemma segment.	ents, and rred in re proper
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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	animal science Shows viewers how and why animals behave using a scientific approach, with 3D animations, graphics, and
Programming.	analysis.

Other Matters (6 of 7)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	saturday @ 7:30 am
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.	weekly half-hour television series shot entirely in HD, Career Day is the newest offering from Entertainment Studios that falls under the "Educational and Informational (E/I) for children age 13-16" FCC classification. Career Day offers children the opportunity to follow adults and learn about career fields that may enchant and inspire them. "We are thrilled to offer this wonderful HD series for teenagers looking for positive guidance at this important time in their lives," said Andrew Temple, president of domestic television distribution for Entertainment Studios.

Other Matters (7 of 7)	Response
Program Title	Set For Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	tuesday @ 9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Set For Life" relates with teens on their level about the power and impact a higher education has on them and the changing world around them in an educational and informational format designed to help its viewers make important decisions about college. Teenagers will see firsthand the diverse and exciting dynamics college life offers, while learning the different paths college students can take to complete their degree.

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.	MISSION BROADCASTING INC.

Attachments No Attachments.