



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003742939** | File Number: **CPR-132195** | Submit Date: **07/09/2012** | Call Sign: **KFXA** | Facility ID: **35336** | City:  
**CEDAR RAPIDS** | State: **IA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/09/2012** | Filing Status: **Active**

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## Report reflects information for : Second 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	FOX
	Nielsen DMA	Cedar Rapids-Waterloo-Dubq
	Web Home Page Address	www.kfxa.tv

**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:	3.0
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(9)**

Digital Core Program (1 of 9)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 4/2-6/25, 8:00-8:30am
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.	Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally each week the show will provide practical tips that teens, and people of all ages can use in their daily lives. This program airs on KFXA digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (2 of 9)</b>		<b>Response</b>
Program Title	Elizabeth Stanton's Great Big World	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Tuesdays, 4/3-6/26, 8:00-8:30am	
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.	Bringing a young perspective to events and destinations. Elizabeth and her famous friends travel to places younger people want to explore as they help bring joy into the world for those who need it most. Each episode features a selected location in the world; showing not only the natural beauty of the area; but also bringing help to the people who live in the area and highlighting the struggles of life they endure. This program airs on KFXA digital channel 1.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (3 of 9)</b>		<b>Response</b>
Program Title	Whaddyado	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wednesdays, 4/4-6/27, 8:00-8:30am	
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.	The educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances. A moral dilemma segment will be featured in each show in an effort to help teens to make the right decision and the right moment. This program airs on KFXA digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 9)</b>	<b>Response</b>
Program Title	Wild Ltd
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 4/5-6/28, 8:00-8:30am
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.	Wild Ltd is a conservation series following the adventures of Game Ranger Michelle Garforth-Ventor both on land and under the water. Michelle meets researchers and veterinarians and learns about their work; teaching viewers about job opportunities in the conservation world. The series teaches about the anatomy of various species and how we can better preserve their population numbers. Each episode is designed to reveal to young people the value of wild spaces and the creatures that live there. This program airs on KFXA digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (5 of 9)</b>	
	<b>Response</b>
Program Title	Live Life And Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays, 4/6-6/29, 8:00-8:30am
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.	The goal is to encourage the viewers to (1) explore, discover and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills. This program airs on KFXA digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 9)</b>	
	<b>Response</b>
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 4/1-6/24, 7:00-7:30am



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.	The host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. By following along on the adventure, the learning is fun for the viewer. This program airs on KFXA digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program  
(7 of 9)**

**Response**

Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 4/1-6/24, 7:30-8:00am
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	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 hosted by Emmy-Award winning actress Mariette Hartley. Each episode is designed to educate and inform children by bringing them entertaining and interesting stories about the worlds most fascinating animals. Each episode consists of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. This program airs on KFXA digital channel 1.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (8 of 9)</b>	
	<b>Response</b>
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 4/7-6/30, 7:00am, 7:30am, 8:00am, 8:30am, 9:00am, 9:30am
Total times aired at regularly scheduled time	78
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.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program airs on KFXA digital channel 2.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (9 of 9)</b>	<b>Response</b>
Program Title	MLB Player Poll
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 4/7-6/30, 2:00-2:30pm
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	Designed to 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 provide insight into players preferences in areas outside of baseball. 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. This program airs on KFXA digital channel 1.

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

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	5/12/12, 11:00am
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 #	5/12/12, MLBPP106
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	4/14/12, 11:00am
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 #	4/14/12, MLBPP102
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	4/28/12, 11:00am
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 #	4/28/12, MLBPP104
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
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Title of Program	MLB Player Poll
List date and time rescheduled	5/19/12, 11:00am
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 #	5/19/12, MLBPP107
Reason for Preemption	Sports

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

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Into The Outdoors
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays, 4/1-6/24, 6:30-7:00am
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features a diverse group of kids and adults which introduces fishing, camping, environmental concerns and outdoor safety, to viewers. There are also many great educational subjects for teachers and parents alike to share with their kids. This program airs on KFXA digital channel 1.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

**Date and Time Aired:**

Questions	Response
Date Time	

**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	Gregory G. Stuart
Address	600 Old Marion Rd. NE
City	Cedar Rapids
State	IA
Zip	52402
Telephone Number	(319) 730-6157
Email Address	gstuart@sbgnet.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.	Community Events: Aired each week during the quarter. Station produced public service announcements incorporate information highlighting school and community events such as school plays, concerts, museum exhibits and demonstrations in the KFXA coverage area. Aired throughout each week during the quarter as part of our local news.



**Other Matters (8)**

<b>Other Matters (1 of 8)</b>	<b>Response</b>
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 7/2-9/24, 8:00-8:30am
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.	Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally each week the show will provide practical tips that teens, and people of all ages can use in their daily lives. This program will air on KFXA digital channel 1.

<b>Other Matters (2 of 8)</b>	<b>Response</b>
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays, 7/3-9/25, 8:00-8:30am
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.	Bringing a young perspective to events and destinations. Elizabeth and her famous friends travel to places younger people want to explore as they help bring joy into the world for those who need it most. Each episode features a selected location in the world; showing not only the natural beauty of the area; but also bringing help to the people who live in the area and highlighting the struggles of life they endure. This program will air on KFXA digital channel 1.

<b>Other Matters (3 of 8)</b>	<b>Response</b>
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Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays, 7/4-9/26, 8:00-8:30am
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.	The educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances. A moral dilemma segment will be featured in each show in an effort to help teens to make the right decision and the right moment. This program will air on KFXA digital channel 1.

<b>Other Matters (4 of 8)</b>	<b>Response</b>
Program Title	Wild Ltd
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 7/5-9/27, 8:00-8:30am
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.	Wild Ltd is a conservation series following the adventures of Game Ranger Michelle Garforth-Ventor both on land and under the water. Michelle meets researchers and veterinarians and learns about their work; teaching viewers about job opportunities in the conservation world. The series teaches about the anatomy of various species and how we can better preserve their population numbers. Each episode is designed to reveal to young people the value of wild spaces and the creatures that live there. This program will air on KFXA digital channel 1.

<b>Other Matters (5 of 8)</b>	<b>Response</b>
Program Title	Live Life And Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays, 7/6-9/28, 8:00-8:30am

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.	The goal is to encourage the viewers to (1) explore, discover and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills. This program will air on KFXA digital channel 1.

Other Matters (6 of 8)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7/1-9/30, 7:00-7:30am
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.	The host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. By following along on the adventure, the learning is fun for the viewer. This program will air on KFXA digital channel 1.

Other Matters (7 of 8)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7/1-9/30, 7:30-8:00am
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.	This program, is hosted by Emmy-Award winning actress Mariette Hartley. Each episode is designed to educate and inform children by bringing them entertaining and interesting stories about the worlds most fascinating animals. Each episode consists of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. This program will air on KFXA digital channel 1.

Other Matters (8 of 8)	Response
Program Title	Gina D's Kids Club

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/7-9/29, 7:00am, 7:30am, 8:00am, 8:30am, 9:00am, 9:30am
Total times aired at regularly scheduled time	78
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.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on KFXA digital channel 2.

**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>Second Generation of Iowa, LTD</b></p>

## Attachments

No Attachments.