



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004284899** | File Number: **CPR-168087** | Submit Date: **04/10/2015** | Call Sign: **KCIT** | Facility ID: **33722** | City:  
**AMARILLO** | State: **TX**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/10/2015** | Filing Status: **Active**

Report reflects information for : **First Quarter of 2015**

General Information

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

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
-----------	---------	-------	-------	----------------

Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
--------------	---------	-------	-------	--------------

Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	Amarillo
	Web Home Page Address	WWW.MYHIGHPLAINS.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?	Yes

Digital Core Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY 8:00am 1/5/2015-3/30/2015
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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

Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday 8:00am 1/6/2015-3/31/2015
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspirational and motivational series profiles the top rookie, college and high-school talent in sports. Also features some of the biggest names in sports who share their experiences, advice and personal impressions of the road to stardom.
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		Awesome Adventures
Origination		Syndicated
Days/Times Program Regularly Scheduled		WEDNESDAY 8:00am 1/7/2015-3/25/2015
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.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and 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 (4 of 8)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday @ 8:00am 1/1/2015-3/26/15
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.	Pets.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	Xploration Animal Science
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 8:00am 1/2/2015-3/27/2015

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 is an animal series with a uniquely scientific approach. While most animal shows look at the behavior of animals, Xploration Animal Science goes one step further to look at how and why an animal is able to excel in its environment. This series uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. A series that all animal lovers will watch and learn from. Xploration Animal Science is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' interest in the field of STEM education.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 8)</b>	
	Response
Program Title	Xploration Awesome Planet
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am 1/3/2015-3/28/2015
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.	, Xploration Awesome Planet will inspire and educate anyone interested in earth sciences. Our host, Philippe Cousteau, the grandson of legendary Jacques Cousteau, brings boundless energy to every location we visit. From magnificent mountains to violent volcanoes, this program takes an in-depth look at the unique and distinct features on planet Earth. We not only visit gigantic glaciers and behold their beauty but also discover why they formed, and how they shaped our landscape. Geological experts share their wisdom with Philippe, as we strive to understand places on the earth, inside the earth, and above the earth Xploration Awesome Planet is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' interest in the field of STEM education.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (7 of 8)</b>	<b>Response</b>
Program Title	Xploration Outer Space
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am 1/3/2015-3/28/2015
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 new half-hour weekly series produced for the 13-16 target audience will certainly attract viewers of all ages. Each week our host Emily Calandrelli will take viewers on incredible journeys through space that will both entertain and educate. Ever wonder what it would be like to live in space or on a different planet? Watch our host try to perform every day responsibilities while floating in zero gravity. Explore the challenges that come along with living on a different planet as our host lives like an astronaut in a Mars-like habitat. We will have episodes on space robotics, commercial space tourism, asteroids, and our search for life, among many others. *When appropriate, the host will highlight NASA related programs and internships for young students that are relevant to the content we have shown. Xploration Outer Space is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' interest in the field of STEM education.
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	Xploration Earth 2050
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00am 1/3/2015-3/28/2015
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.	What will the world look like in 2050? Where will advancements in science, technology, engineering, and mathematics lead us? Xploration Earth 2050 strives to answer these questions and more with scientists, inventors, doctors, science fiction writers, and creative thinkers. This half hour weekly series, produced primarily for the 13-16 year old target audience will appeal to the whole family. Viewers will be taken on an educational adventure as the show tackles future challenges in everything from transportation to health care to the environment. Xploration Earth 2050 is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' interest in the field of STEM education.
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	Amy Williamson
Address	1015 S. Fillmore Street
City	Amarillo
State	TX
Zip	79101
Telephone Number	806-383-3321
Email Address	awilliamson@kamr.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 AND INFORMATIVE PROGRAMMING FOR CHILDREN.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 8:00 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.	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 of 8)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday @ 8:00 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.	Inspirational and motivational series profiles the top rookie, college and high-school talent in sports. Also features some of the biggest names in sports who share their experiences, advice and personal impressions of the road to stardom.

Other Matters (3 of 8)	Response
Program Title	Awesome Adventures
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesday 8 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.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and 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.

Other Matters (4 of 8)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 8 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.	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.

Other Matters (5 of 8)	Response
Program Title	Xploration Station: Awesome Planet
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday at 7 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.	Our host explores the most spectacular places - on the earth, inside the earth, and above the earth - in this riveting earth science series. Ever wonder how a diamond is formed? Or how other gems and metals like gold come to be? Find out as our host goes to diamond mines, gold mines, and deep in the ocean on voyages of discovery. Every wonder how tsunamis, earthquakes, and volcanoes happen? Our host will journey to active volcanoes and tell us what is happening inside the earth's burning hot core. Hurricanes, tornados, and other extreme weather form in the atmosphere...our host will take viewers to weather stations high in the mountains, such as Mount Washington in Vermont, where scientists give us the answers. Magnificent mountains, canyons, and glaciers will be on the agenda. Hubbard Glacier in Alaska is 76 miles long, and is North America's largest. It takes about 400 years for ice to traverse the length of it. Watch as our host melts the ice and takes a drink of 400 year old water! 19th Century philosopher George Santayana said "The earth has music for those who listen." XPLOATION: AWESOME EARTH will play that music for our young viewers who choose to listen.

Other Matters (6 of 8)	Response
Program Title	Xploration Station: Outer Space
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.	Host Emily Callandrelli takes viewers on incredible journeys through space that will entertain and educate young viewers. Want to learn about gravity? How about watching our host wash her hair in zero gravity? Think volcanoes are spectacular? How about solar flares that shoot out from the sun at temperatures of 3.5 million degrees?! Is life as we know it possible on other planets? Experts debate the topic with differing opinions. Our host will visit various NASA facilities as we search for answers and learn about our universe. We will do shows about the stars, planets, comets, asteroids, moons, and much more. We will work with NASA to illustrate what we cannot see here on earth: the surfaces of planets, outer space weather, and galaxies millions of light years away. Want to know how the Mars Rover works? - we'll show you up close and personal. Every child who has looked up to the skies shares the wonderment expressed by 19th century poet and essayist, Ralph Waldo Emerson, who called the sky "the ultimate art gallery just above us." XPLOATION: OUTER SPACE captures the beauty of our majestic universe while teaching youngsters important lessons about science.

Other Matters (7 of 8)	Response
Program Title	Xploration Station: Animal Science
Origination	Syndicated

Days/Times Program Regularly Scheduled	Friday @ 8 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.	XPLORATION:ANIMAL SCIENCE takes viewers beyond the pretty pictures to discover how and why animals behave as they do. How is a cheetah able to accelerate from 0 to 60 miles per hour in just three seconds? How does a polar bear smell its prey up to six miles away? How is a hummingbird able to flap its wings 70 times per second? XPLORATION: ANIMAL SCIENCE provides the answers. Animals have been uniquely engineered to perform tasks that aid in their survival. In fact, we humans can learn a thing or two from animal engineering. An airplane's wings borrow from our fine feathered friends and still do not perform the task as well. Not only are animals' bodies engineered, but their brains have been programmed. How is a bear able to smell prey up to six miles away? - its olfactory system, located in its brain, is far larger and more complex than humans - it's how they understand the world around them. XPLORATION:ANIMAL SCIENCE uses interviews with scientists and other animal experts to explain the amazing world of animal behavior. 3D animations take viewers inside the bodies of these creatures to better understand how things work.

Other Matters (8 of 8)	Response
Program Title	Xploration Station: Earth 2050
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 8 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.	What will the world look like in 2050? Where will advancements in science, technology, engineering, and math lead us? Our host takes viewers on a mind bending journey in search of these answers. Will we have personalized jet packs? How about childcare robots, artificial eyes, GPS shoes? Will there be space tourism in 2050? Is it possible to have colonies on the moon? Many technology experts think all these things are possible and, in some cases, even probable. Perhaps one day we will even have "downloadable dreams" to help us sleep better... Our host will visit with entrepreneurs who have started businesses developing futuristic ideas and products. Some of the most creative people in the world are science fiction writers and our host will visit with them as well. We will take a look at sci-fi movies of the past and see what "crazy" ideas have come to fruition. Our host will go to auto manufacturers to see where car technology is leading us...technology companies like Apple to see where consumer electronics are headed... doctors to hear what cures and inventions lie ahead... and inventors to learn what robots will be doing in 35 years. Anything and everything is possible when we use our imaginations...XPLOration: EARTH 2050 spurs interest in children, teenagers, and adults to learn about how technology can make all of our lives better in the future.
--	--

---

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>MISSION BROADCASTING, INC.</b></p>

**Attachments**

No Attachments.