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January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023174600** | File Number: **CPR-157354** | Submit Date: **07/09/2014** | Call Sign: **KUNW-CD** | Facility ID: **167797**
City: **YAKIMA** | State: **WA**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/09/2014**
Filing Status: **Active**

Report reflects information for : Second Quarter of 2014

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	Univision
	Nielsen DMA	Yakima-Pasco-Rich-Kennwck
	Web Home Page Address	www.kunwtv.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	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	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(7)

Digital Core Program (1 of 7)	Response
Program Title	Pocoyo
Origination	Network
Days/Times Program Regularly Scheduled	SA, 08:00 AM & 08:30 AM ON 4/1/14 TO 5/24/14 & (SA, 09:30 AM ON 5/31/14 TO 6/30/14
Total times aired at regularly scheduled time	18
Total times aired	21
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	2 years to 4 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand.
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	Pocoyo
List date and time rescheduled	6/29/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-28
Episode #	6/28/14 9:30AM
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pocoyo
List date and time rescheduled	6/22/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-21
Episode #	6/21/14 9:30AM
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pocoyo
List date and time rescheduled	6/15/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-14
Episode #	6/14/14 9:30AM
Reason for Preemption	Sports

Digital Core Program (2 of 7)	Response
Program Title	The Backyardigans
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:00 AM ON 4/1/14 TO 5/24/14 & (SA, 10:30AM ON 5/31/14 TO 6/30/14)
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Each adventure begins in the backyard through the group's imagination. It is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco.
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	The Backyardigans
List date and time rescheduled	6/22/14 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-21
Episode #	6/21/14 10:30AM
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Backyardigans
List date and time rescheduled	6/15/14 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-14
Episode #	6/14/14 10:30AM
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	The Backyardigans
List date and time rescheduled	6:29/14 10:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-28
Episode #	6/28/14 10:30AM

Reason for Preemption	Sports

Digital Core Program (3 of 7)	Response
Program Title	The Jungle Book
Origination	Network
Days/Times Program Regularly Scheduled	SA, 9:30A ON 4/1/14 TO 5/24/14 & (SU 9:00AM ON 6/8/14) & SA 10:00AM ON 5/31/14 TO 6/30/14)
Total times aired at regularly scheduled time	11
Total times aired	14
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	6 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Jungle Book series is based on Rudyard Kipling's classic story. Drama, excitement and adventure mixed with a high element of comedy tell tales of how Mowgli lives and survives in the jungle, where his only companions are animals. His escapades reflect his daredevil, fearless, high spirited and fun loving nature. Mowgli is helped by Baloo the Wise Bear, his best friend Bagheera the Black Panther and mighty Kaa the Rock Python. Viewers learn the importance of friendship, curiosity, and how to overcome challenges with perseverance and an optimistic outlook on life.
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	The Jungle Book
List date and time rescheduled	6/22/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-21

Episode #	6/21/14 10:00AM
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Jungle Book
List date and time rescheduled	6/29/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-28
Episode #	6/28/14 10:00AM
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	The Jungle Book
List date and time rescheduled	6/15/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-14
Episode #	6/14/14 10:00AM
Reason for Preemption	Sports

Digital Core Program (4 of 7)	Response
Program Title	Dora the Explorer
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:00 AM ON 4/1/14 TO 5/24/14
Total times aired at regularly scheduled time	8
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schoolers in a play-along, computer-style adventure designed to spark interest in learning about the world around them. Dora teaches children how to observe situations and to employ problem solving skills such as stopping to think or asking for help when they encounter an obstacle, all the while increasing their vocabulary, math skills, music appreciation and physical coordination with strong cultural and literary references.
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	Go Diego, Go!
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:30 AM ON 4/1/14 TO 5/24/14
Total times aired at regularly scheduled time	8
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	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references.
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	Mickey Mouse Clubhouse
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:00AM & 8:30 AM ON 5/31/2014 TO 6/30/14
Total times aired at regularly scheduled time	4
Total times aired	10
Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
Length of Program	30 mins
Age of Target Child Audience	3 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mickey Mouse Clubhouse is a lively preschool series featuring classic Disney characters including Mickey and Minnie Mouse, Donald and Daisy Duck, Goofy, and Pluto. In each episode, viewers are invited to help the characters solve a problem using age-appropriate critical thinking, problem solving, and mathematical skills. Once the problem is explained, Mickey and friends embark on entertaining adventures, working together to solve the problem with the help of various "Mouseketools" every day objects that turn out to be useful tools for problem solving. The series uses engaging stories, physical and verbal humor, and music to keep viewers interested and invested in helping Mickey and friends solve the problems at hand.
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	Mickey Mouse Clubhouse
List date and time rescheduled	6/14/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-14
Episode #	6/14/14 8:30AM
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Mickey Mouse Clubhouse
List date and time rescheduled	6/21/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-21
Episode #	6/21/14 8:00AM
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Mickey Mouse Clubhouse
List date and time rescheduled	6/14/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2014-06-14
Episode #	6/14/14 8:00AM
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Mickey Mouse Clubhouse
List date and time rescheduled	6/21/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-21
Episode #	6/21/14 8:30AM
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Mickey Mouse Clubhouse
List date and time rescheduled	6/28/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-28
Episode #	6/28/14 8:00AM
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Mickey Mouse Clubhouse
List date and time rescheduled	6/28/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-28
Episode #	6/28/14 8:30AM
Reason for Preemption	Sports

Digital Core Program (7 of 7)	Response
Program Title	Handy Mandy
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 9:00AM ON 5/31/14 TO 6/30/14
Total times aired at regularly scheduled time	2
Total times aired	5
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Handy Manny introduces concepts related to construction, building, engineering, and technology to preschool audiences through engaging, relatable stories about Sheetrock Hills' lovable handyman, Manny and his neighbors and friends. In each episode, one of Manny's neighbors calls with a problem. Manny is always will to help! With the help of his tools a lively bunch of friends, each with strengths and challenges of their own Manny is able to assess problems, ask questions, come up with solutions, and make any repairs necessary to help his neighbors. Whether the problem is a broken scooter or a clogged sink, Many is able to find a solution using his knowledge of construction principles and how machines work. Manny's neighborhood is a multicultural community with a rich Latino heritage. Manny and his neighbors participate in a number of Latino traditions, festivals and holidays. Spending time with Manny and his neighbors in Sheetrock Hills is guaranteed to be both fun and informative for viewers.
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	Handy Mandy
List date and time rescheduled	6/21/14 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2014-06-21
Episode #	6/21/14 9:00AM
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Handy Mandy
List date and time rescheduled	6/14/14 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-14
Episode #	6/14/14 9:00AM
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Handy Mandy
List date and time rescheduled	6/28/14 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-06-28
Episode #	6/28/14 9:00AM
Reason for Preemption	Sports

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	Doris Berry
Address	2801 Terrace Heights Drive
City	Yakima
State	WA
Zip	98901
Telephone Number	509-895-8021
Email Address	dorisb@kunwtv.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.	KUNW ran PSA's during the quarter of interest to children covering topics such as drug abuse, child abuse, don't text and drive, etc.

Other Matters (5)

Other Matters (1 of 5)	Response
Program Title	Mickey Mouse Clubhouse
Origination	Network
Days/Times Program Regularly Scheduled	SA, 08:00 AM & 08:30 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mickey Mouse Clubhouse is a lively preschool series featuring classic Disney characters including Mickey and Minnie Mouse, Donald and Daisy Duck, Goofy, and Pluto. In each episode, viewers are invited to help the characters solve a problem using age-appropriate critical thinking, problem solving, and mathematical skills. Once the problem is explained, Mickey and friends embark on entertaining adventures, working together to solve the problem with the help of various "Mouseketools" every day objects that turn out to be useful tools for problem solving. The series uses engaging stories, physical and verbal humor, and music to keep viewers interested and invested in helping Mickey and friends solve the problems at hand.

Other Matters (2 of 5)	Response
Program Title	Handy Manny
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Handy Manny introduces concepts related to construction, building, engineering, and technology to preschool audiences through engaging, relatable stories about Sheetrock Hills' lovable handyman, Manny and his neighbors and friends. In each episode, one of Manny's neighbors calls with a problem. Manny is always will to help! With the help of his tools a lively bunch of friends, each with strengths and challenges of their own Manny is able to assess problems, ask questions, come up with solutions, and make any repairs necessary to help his neighbors. Whether the problem is a broken scooter or a clogged sink, Many is able to find a solution using his knowledge of construction principles and how machines work. Manny's neighborhood is a multicultural community with a rich Latino heritage. Manny and his neighbors participate in a number of Latino traditions, festivals and holidays. Spending time with Manny and his neighbors in Sheetrock Hills is guaranteed to be both fun and informative for viewers.

Other Matters (3 of 5)	**Response**
Program Title	Pocoyo
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 4 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand.

Other Matters (4 of 5)	**Response**
Program Title	The Jungle Book
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Jungle Book series is based on Rudyard Kipling's classic story. Drama, excitement and adventure mixed with a high element of comedy tell tales of how Mowgli lives and survives in the jungle, where his only companions are animals. His escapades reflect his daredevil, fearless, high spirited and fun loving nature. Mowgli is helped by Baloo the Wise Bear, his best friend Bagheera the Black Panther and mighty Kaa the Rock Python. Viewers learn the importance of friendship, curiosity, and how to overcome challenges with perseverance and an optimistic outlook on life.

Other Matters (5 of 5)	**Response**
Program Title	The Backyardigans
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:30 AM
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.	Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Each adventure begins in the backyard through the group's imagination. It is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco.

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.	**Sinclair Kennewick Licensee, LLC**

Attachments

No Attachments.