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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

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City: **LUBBOCK** | State: **TX**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/10/2012**
Filing Status: **Active**

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

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	Telemundo
	Nielsen DMA	Lubbock
	Web Home Page Address	

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	
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:	
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?	
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?	

Digital Core Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Jane and the Dragon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00a
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Set in medieval times, JANE AND THE DRAGON is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.
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	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
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	The Zula Patrol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the book series by Deborah Manchester, THE ZULA PATROL teaches science and astronomy facts to a target audience of children 6-10 years of age. The Zula Patrol is a group of six animated aliens, headed by Captain Bula, who carry out a variety of scientific space missions. During their missions, Captain Bula and his crew often encounter their foe, Dark Truder, and his minion, Traxie, who are trying to take over the universe. Over the course of the story, the audience learns different facts about specific space topics such as stars, planets, orbits, moons, asteroids, comets, gravity, and space probes. The information is then highlighted during a segment where crew member Professor Multo delivers his "Multo-Moments" or summary of scientific facts from the story. Typically, the stories also provide a social-emotional tag based on tolerance and non-violent conflict resolution.
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	Wimzie's House
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WIMZIE'S HOUSE portrays the experiences of Wimzie, her baby brother Bo and a cast of neighborhood youngsters while at a home daycare run by Wimzie's grandmother, Yaya. Each show centers on a key social or family issue from the young child's point of view. It focuses on a project, adventure or problem, explores potential solutions, while allowing characters to work through their feelings and issues from their own unique perspectives, and then closes with a resolution resulting in Wimzie and her playmates learning social skills which enable them to grow together despite their differences. The educational objectives of WIMZIE'S HOUSE support development and acceptance of children's individual identities, and promote self-esteem, encouraging acceptance of others through empathy with a cast of strong & well-focused characters. Themes include: friendship, generosity, collaboration, solitude and jealousy.
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	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:00am

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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic and help others, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and leader in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 8)	**Response**
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets -- an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 8)	**Response**
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not todo in each situation so the park can be restored to order.
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	Wimzie's House
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WIMZIE'S HOUSE portrays the experiences of Wimzie, her baby brother Bo and a cast of neighborhood youngsters while at a home daycare run by Wimzie's grandmother, Yaya. Each show centers on a key social or family issue from the young child's point of view. It focuses on a project, adventure or problem, explores potential solutions, while allowing characters to work through their feelings and issues from their own unique perspectives, and then closes with a resolution resulting in Wimzie and her playmates learning social skills which enable them to grow together despite their differences. The educational objectives of WIMZIE'S HOUSE support development and acceptance of children's individual identities, and promote self-esteem, encouraging acceptance of others through empathy with a cast of strong & well-focused characters. Themes include: friendship, generosity, collaboration, solitude and jealousy.
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	Brad Moran
Address	PO Box 3757
City	Lubbock
State	TX
Zip	79452
Telephone Number	806-745-9300
Email Address	bmoran@ramarcom.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.	

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Wimzie's House
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WIMZIE'S HOUSE portrays the experiences of Wimzie, her baby brother Bo and a cast of neighborhood youngsters while at a home daycare run by Wimzie's grandmother, Yaya. Each show centers on a key social or family issue from the young child's point of view. It focuses on a project, adventure or problem, explores potential solutions, while allowing characters to work through their feelings and issues from their own unique perspectives, and then closes with a resolution resulting in Wimzie and her playmates learning social skills which enable them to grow together despite their differences. The educational objectives of WIMZIE'S HOUSE support development and acceptance of children's individual identities, and promote self-esteem, encouraging acceptance of others through empathy with a cast of strong & well-focused characters. Themes include: friendship, generosity, collaboration, solitude and jealousy.

Other Matters (2 of 8)	Response
Program Title	Raggs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	RAGGS is a musical & educational preschool series starring five colorful canines. They are not your average dogs - they're also talented musicians who make great rock 'n' roll music as The Raggs Band. With over 200 original songs, the power of the music & humor stimulate children to become actively involved in learning. Raggs introduces children to elements that span the preschool curriculum, working to nurture their sense of self & others, and to foster a strong motivation to learn and achieve.

Other Matters (3 of 8)	Response

Program Title	Jay Jay the Jet Plane
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This award-winning series, JAY JAY THE JET PLANE, centers around the adventures of Jay Jay, an inquisitive, energetic six-year-old jet plane and his friends as they discover the world around them. Children are encouraged to explore new ideas and accept differences. The series also educates children in a number of areas, including science, nature and health as well as teaching life lessons, such as sharing, problem solving and making friends.

Other Matters (4 of 8)	**Response**
Program Title	LazyTown
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	LAZY TOWN promotes fitness and healthful habits for children of preschool and primary grades. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.

Other Matters (5 of 8)	**Response**
Program Title	Wimzie's House

Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:00am
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WIMZIE'S HOUSE portrays the experiences of Wimzie, her baby brother Bo and a cast of neighborhood youngsters while at a home daycare run by Wimzie's grandmother, Yaya. Each show centers on a key social or family issue from the young child's point of view. It focuses on a project, adventure or problem, explores potential solutions, while allowing characters to work through their feelings and issues from their own unique perspectives, and then closes with a resolution resulting in Wimzie and her playmates learning social skills which enable them to grow together despite their differences. The educational objectives of WIMZIE'S HOUSE support development and acceptance of children's individual identities, and promote self-esteem, encouraging acceptance of others through empathy with a cast of strong & well-focused characters. Themes include: friendship, generosity, collaboration, solitude and jealousy.

Other Matters (6 of 8)	**Response**
Program Title	Raggs
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:30am
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	RAGGS is a musical & educational preschool series starring five colorful canines. They are not your average dogs - they're also talented musicians who make great rock 'n' roll music as The Raggs Band. With over 200 original songs, the power of the music & humor stimulate children to become actively involved in learning. Raggs introduces children to elements that span the preschool curriculum, working to nurture their sense of self & others, and to foster a strong motivation to learn and achieve.

Other Matters (7 of 8)	**Response**
Program Title	Noodle and Doodle
Origination	Network

Days/Times Program Regularly Scheduled	Sunday 8:00am
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies, and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. While the show will be enjoyed by preschoolers, the projects are very practical and engaging to implement for children ages 5-8. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal.

Other Matters (8 of 8)	**Response**
Program Title	LazyTown
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 8:30am
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	LAZY TOWN promotes fitness and healthful habits for children of preschool and primary grades. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.

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.	**Ramar Communications, Inc.**

Attachments

No Attachments.