



(REFERENCE COPY - Not for submission)

## Children's Television Programming Report

FRN: **0018608273** | File Number: **CPR-134494** | Submit Date: **10/08/2012** | Call Sign: **KMPH-CD** | Facility ID: **168338** |  
City: **MERCED-MARIPOSA** | State: **CA**  
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/08/2012** |  
Filing Status: **Active**

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Report reflects information for : **Third 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**

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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	Fresno-Visalia
	Web Home Page Address	www.kmph.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(8)**

<b>Digital Core Program (1 of 8)</b>		<b>Response</b>
Program Title	Jack Hanna's Into the Wild	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 7:00 a.m.	
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.	Into the Wild is suited for the young viewers by combining data-oriented scientific information with concern for the conservation status of wildlife. The viewers are introduced to the biodiversity of certain world regions, how animals are adapted to this environment, and the changes humans have imposed on their environment. Program provides a scientific foundation of different environments; the series engages the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (2 of 8)</b>		<b>Response</b>
Program Title	The Outdoorsman	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 7:30 a.m.	
Total times aired at regularly scheduled time	10	
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	11 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Outdoorsman includes an educational blend of world class adventures in domestic and international locations. The program covers environmental and conservation issues, teaches kids and people of all ages about wildlife and respect for nature. The program is shot all over the world in locations like New Zealand, Argentina, Namibia, Siberia, Brazil, Mexico, South Africa and Alaska.
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	Live, Life & Win (Start Date 9/15/12)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30 a.m.
Total times aired at regularly scheduled time	3
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	LIVE LIFE AND WIN! is a weekly, curriculum-blended, Educational/Informational (E/I), nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions.
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	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:00 a.m.
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 Aqua Kids bright-eyed explorers discover the wonders of the sea and its amazing creatures - and the forces that threaten their survival. The Aqua Kids have an ambitious agenda: saving the oceans of the world. Led by energetic, fun-loving hosts, Aqua Kids teaches children about how they can help save the ocean creatures.
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	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30 a.m.

Total times aired at regularly scheduled time	11
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of 'smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a anon-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star - and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (6 of 8)</b>	<b>Response</b>
Program Title	Now Eat This! (Start Date 9/22/12)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30 a.m.



Total times aired at regularly scheduled time	2
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.	Now Eat This! With Rocco Dispirito is a different version of a cooking show - different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater overall health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard - a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of the host Rocco Dispirito who prods families in the gentlest of ways - reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation.
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	ECO Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00 a.m.

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 we impact our world. The program reports on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week ECO Company provides a practical environmental tip that teens and people of all ages can use in their daily lives. ECO Company is designed to be an interactive program from finding out what's on the mind of all young adults by talking to them wherever we find them to providing a forum on the ECO Company website for teens to share their own videos about going green.
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	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:30 a.m.
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience.
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	Debbie L. Sweeney
Address	5111 E. McKinley Avenue
City	Fresno
State	CA
Zip	93727
Telephone Number	559-255-2600
Email Address	dsweeney@kmp.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.	KMPH-CD airs general audience programs and public service announcements that have an educational and informational value for children.

**Other Matters (6)**

<b>Other Matters (1 of 6)</b>	<b>Response</b>
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:00 a.m.
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.	Into the Wild is suited for the young viewers by combining data-oriented scientific information with concern for the conservation status of wildlife. The viewers are introduced to the biodiversity of certain world regions, how animals are adapted to this environment, and the changes humans have imposed on their environment. Program provides a scientific foundation of different environments; the series engages the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife.

<b>Other Matters (2 of 6)</b>	<b>Response</b>
Program Title	Live, Life & Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30 a.m.
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.	LIVE LIFE AND WIN! is a weekly, curriculum-blended, Educational/Informational (E/I), nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions.

<b>Other Matters (3 of 6)</b>	<b>Response</b>
Program Title	Aqua Kids
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 8:00 a.m.
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 Aqua Kids bright-eyed explorers discover the wonders of the sea and its amazing creatures - and the forces that threaten their survival. The Aqua Kids have an ambitious agenda: saving the oceans of the world. Led by energetic, fun-loving hosts, Aqua Kids teaches children about how they can help save the ocean creatures.

**Other Matters (4 of 6) Response**

Program Title	Now Eat This!
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30 a.m.
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.	Now Eat This! With Rocco Dispirito is a different version of a cooking show - different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater overall health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard - a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of the host Rocco Dispirito who prods families in the gentlest of ways - reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation.
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**Other Matters (5 of 6) Response**

Program Title	ECO Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00 a.m.



Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (6 of 6)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:30 a.m.
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience.

**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>TTBG /KMPH License Sub, LLC</b></p>

## Attachments

No Attachments.