



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004970646** | File Number: **CPR-119631** | Submit Date: **04/08/2011** | Call Sign: **KSNV** | Facility ID: **10179** | City: **LAS VEGAS** | State: **NV**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/08/2011** | Filing Status: **Active**

Report reflects information for : First Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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**Contact
Representatives
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	My Network
	Nielsen DMA	Las Vegas
	Web Home Page Address	www.mylvtv.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	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Noonbory and the Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday & Tuesday, 7am (1/3/11 - 3/29/11)
Total times aired at regularly scheduled time	26
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Set in the enchanting, Technicolor world of Toobalooba, a group of energetic "Borys" use their heightened senses, imagination and teamwork to solve everyday problems. The "Borys" may be small, but each possesses a very important and sensational skill. When there is trouble in Toobalooba, the "Borys", led by "common sense" Noonbory, sense it and spring into action utilizing their heightened senses to save the day. This program ran on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Wimzie's House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday & Thursday, 7am (1/5/11 - 3/31/11)
Total times aired at regularly scheduled time	26
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but just different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-a-long songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity, and sibling rivalry from a preschooler's point of view. This program ran on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)	
	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays, 7am (1/7/11 - 3/25/11)
Total times aired at regularly scheduled time	12
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.	Career Day offers children the opportunity to follow adults and learn about career fields that may enchant and inspire them. Experts in their fields are interviewed and in-depth discussion follow on what children need to study in order to make it into such careers as marine biologist, chef, television producer and more. This program ran on the station's main digital channel.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 6)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10am (1/2/11 - 3/27/11)
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program ran on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	Animal Expoloration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:30am (1/2/11 - 3/27/11)
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program ran on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	Response
Program Title	Profiles of Nature
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday - Saturday, 8:00am (1/1/11 - 3/31/11)
Total times aired at regularly scheduled time	77
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	7 years to 12 years

<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p>	<p>Filmed all over the world, PROFILES OF NATURE is packed with insightful information about animals and their habitats. The show's goal is to educate viewers about animals' unique abilities and lives; each episode revolves around one of three themes: habitat, species, and behavior. Past installments have explored topics such as the jungles of Costa Rica, large hunting cats, and animal defense mechanisms. This program airs on our digital subchannel - KVMY 21-2.</p>
<p>Does the Licensee identify the program by displaying throughout the program the symbol E/I?</p>	<p>Yes</p>

**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	Audra Swain
Address	3830 S Jones
City	Las Vegas
State	NV
Zip	89103
Telephone Number	702-382-2121
Email Address	
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.	In addition to airing Public Service Announcements, KVMY was involved in the following public service activities: KVMY aired the City Beat program at various times throughout the quarter. City Beat is a local city-produced program featuring governmental and community related events such as city council meetings, recreational activities, parades and multicultural events. KVMY additionally aired the weekly program, "The Right Side with Armstrong Williams". "Right Side" is a public-interest program focusing on civil rights, politics, the environment, and other timely issues.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Noonbory & the Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday & Tuesday, 7am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Set in the enchanting, Technicolor world of Toobalooba, a group of energetic "Borys" use their heightened senses, imagination and teamwork to solve everyday problems. The "Borys" may be small, but each possesses a very important and sensational skill. When there is trouble in Toobalooba, the "Borys", led by "common sense" Noonbory, sense it and spring into action utilizing their heightened senses to save the day. This program will run on the station's main digital stream.

Other Matters (2 of 6)	Response
Program Title	Wimzie's House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday & Wednesday, 7am
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.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but just different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-a-long songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity, and sibling rivalry from a preschooler's point of view. This program will run on the station's main digital stream.

Other Matters (3 of 6)	Response
Program Title	Career Day
Origination	Syndicated

Days/Times Program Regularly Scheduled	Fridays, 7am
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.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program will run on the station's main digital stream.

Other Matters (4 of 6)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10am
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program will run on the station's main digital stream.

Other Matters (5 of 6)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will run on the station's main digital stream.
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Other Matters (6 of 6)	Response
Program Title	Profiles of Nature
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Saturday, 8am
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Filmed all over the world, PROFILES OF NATURE is packed with insightful information about animals and their habitats. The show's goal is to educate viewers about animals' unique abilities and lives; each episode revolves around one of three themes: habitat, species, and behavior. Past installments have explored topics such as the jungles of Costa Rica, large hunting cats, and animal defense mechanisms. This program will air on our digital subchannel - KVMY 21-2.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</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>KUPN Licensee, LLC</p>

Attachments

No Attachments.