



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0026809657** | File Number: **CPR-119050** | Submit Date: **04/07/2011** | Call Sign: **KCFW-TV** | Facility ID: **18079** |

City: **KALISPELL** | State: **MT**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

04/07/2011 | 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

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	NBC
	Nielsen DMA	Missoula
	Web Home Page Address	www.kcfw.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	This is a series that follows a group of six dogs who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
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	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8:30-9AM

Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 that takes place in a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned mollusk adopted by the Clam family. Shelldon and his buddies always work together to solve problems that they face in school or in the community. A recurring problem is to thwart the plans of the local millionaire whose greed puts making money over protecting the environment. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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	Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9-9:30AM
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	The Magic School Bus is based on series of childrens' books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.
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		Babar
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays, 9:30-10AM
Total times aired at regularly scheduled time		13
Total times aired		12
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
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.	This is the story of an elephant who experiences many challenges as he journeys through life and learns to rise above them through strength and optimism. Each episode begins with a look into the elephant's present life, primarily in his role as a father who teaches his children the value of things and relationships through his own experiences. Each episode carries with it a socio-emotional message that is established at the end of that episode.
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	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10-10:30AM
Total times aired at regularly scheduled time	13
Total times aired	12
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series features a young girl who is permitted to share her home with an ever-growing menagerie of animals -- an elephant, giraffe, seals and plenty of other critters. These creatures offer the girl advice and friendship from each of their respective points of view. In each episode, the main character faces a challenge at home, in school or in her neighborhood. Her animals and best friend, Dooley, help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa's Wild Life finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.
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	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30-11AM
Total times aired at regularly scheduled time	13
Total times aired	11
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	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 childrens' 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 6-10 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 Bilee 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 to do 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 (7 of 8)		Response
Program Title	Teen Kids News	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays, 11-11:30AM	
Total times aired at regularly scheduled time	9	
Total times aired	11	
Number of Preemptions	4	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	2	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program provides information and news to kids in a manner that is compelling as well as highly entertaining. The focus of the program is young people, allowing them to tell the stories in their own words. The large, diverse news team is made up of child journalists" reporting from a professional news set and from the field on stories of interest and with educational value to the show's young audience. The program serves to make a real difference in the lives of its audience, inserting the clear voice of the child into an adult-dominated media, providing a unique perspective to the news.	
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	Teen Kids News
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Sat, 3/5/11, #825
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Teen Kids News
List date and time rescheduled	Sat, 1/15, 12:30-1PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat, 1/8/11, #817
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Teen Kids News
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Sat, 2/12/11, #822
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Teen Kids News
List date and time rescheduled	Sat, 3/19 @ 12:30-1PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat, 3/12/11, #826
Reason for Preemption	Sports

Digital Core Program (8 of 8)	Response
Program Title	Mad About...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:30AM-12PM

Total times aired at regularly scheduled time	9
Total times aired	11
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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.	Mad About... uses the technique of sketch comedy, music videos, animation and kid-on-the-street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. Mad About... provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. The show explores being "green" and understanding how our actions impact the world. The show's characters find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.
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	Mad About...
List date and time rescheduled	1/15/11 @ 12-12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat, 1/8/11 #105

Reason for Preemption	Sports
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Digital Preemption Programs #2

Questions	Response
Title of Program	Mad About...
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Sat, 3/5/11, #101
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Mad About...
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Sat, 2/12/11 #109
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Mad About...
List date and time rescheduled	3/19/11 @ 12-12:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat, 3/12/11, #102
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	Kathie Bowers
Address	340 West Main
City	Missoula
State	MT
Zip	59802
Telephone Number	406-721-2063
Email Address	kbowers@keci.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.	Teen Kids News and Mad About were pre-empted by the following NBC Sports Programs: 1/18 - US Army All American Bowl 2/12 - Skiing 3/5 - Gymnastics 3/12 - Snowboarding

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 8-8:30AM
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.	This is a series that follows a group of six dogs who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Other Matters (2 of 8)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 8:30-9AM
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.	Shelldon is an animated series that takes place in a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned mollusk adopted by the Clam family. Shelldon and his buddies always work together to solve problems that they face in school or in the community. A recurring problem is to thwart the plans of the local millionaire whose greed puts making money over protecting the environment. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection.

Other Matters (3 of 8)	Response
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Program Title	Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9-9:30AM
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.	The Magic School Bus is based on series of childrens' books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.

Other Matters (4 of 8)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10AM
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 is the story of an elephant who experiences many challenges as he journeys through life and learns to rise above them through strength and optimism. Each episode begins with a look into the elephant's present life, primarily in his role as a father who teaches his children the value of things and relationships through his own experiences. Each episode carries with it a socio-emotional message that is established at the end of that episode.

Other Matters (5 of 8)	Response
Program Title	Willa's Wild Life
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 10-10:30AM
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.	This animated series features a young girl who is permitted to share her home with an ever-growing menagerie of animals -- an elephant, giraffe, seals and plenty of other critters. These creatures offer the girl advice and friendship from each of their respective points of view. In each episode, the main character faces a challenge at home, in school or in her neighborhood. Her animals and best friend, Dooley, help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa's Wild Life finds ways to maintain healthy friednships, experience success, develop competence and become altruistic.

Other Matters (6 of 8)	Response
Program Title	Pearlie
Origination	Network
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
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Other Matters (7 of 8)	Response
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Origination	Syndicated
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Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Program Title	Mad About...
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mad About... uses the technique of sketch comedy, music videos, animation and kid-on-the-street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. Mad About... provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. The show explores being "green" and understanding how our actions impact the world. The show's characters find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention.

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>Bluestone License Holdings, Inc.</p>

Attachments

No Attachments.