



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0004970646** | File Number: **CPR-127258** | Submit Date: **01/10/2012** | 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: **01/10/2012** | Filing Status: **Active**

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## Report reflects information for : Fourth 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(8)**

<b>Digital Core Program (1 of 8)</b>	<b>Response</b>
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 7a (10/1/11-12/31/11)
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.	A host stops people on the street and ask them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. Through interviewing experts in the particular field, the correct answers are given and explained. In this way the target audience learns interesting facts on a variety of subjects. 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

<b>Digital Core Program (2 of 8)</b>	<b>Response</b>
Program Title	Live Life & Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays, 7a
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.	A half-hour series with a goal to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise and nutrition and health & wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. 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

<b>Digital Core Program (3 of 8)</b>	<b>Response</b>
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays, 7a
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 jobs and careers are explored in an energetic style as an education and information presentation for teenage viewers. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. A co-host approach allows for interchange of questions and responses adding viewer stimulation and insight. 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

<b>Digital Core Program (4 of 8)</b>	<b>Response</b>
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 7a
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.	"Dragon Fly" features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem solving skills. Young viewers see kids like themselves investigating, dreaming and doing. 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

<b>Digital Core Program (5 of 8)</b>	<b>Response</b>
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays, 7a
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.	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

<b>Digital Core Program (6 of 8)</b>	<b>Response</b>
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Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10a
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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 Preemption Programs #1

Questions	Response
Title of Program	Wild America
List date and time rescheduled	10-2-11/8:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	10-2-11/#134
Reason for Preemption	Public Interest

Digital Core Program (7 of 8)	Response
Program Title	Animal Exploration with Jarod Miller



Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:30a
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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 Preemption Programs #1

Questions	Response
Title of Program	Animal Exploration with Jarod Miller
List date and time rescheduled	10-2-11/8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	10-2-11/#302
Reason for Preemption	Public Interest

Digital Core Program (8 of 8)	Response
Program Title	Profiles of Nature

Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Saturday,8:00am
Total times aired at regularly scheduled time	79
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
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 airs on our digital subchannel - KVMY 21-2.
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	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 also aired the LDS General Conference on October 1st and 2nd Live in its entirety as a public service to the large LDS community of Las Vegas. 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 (8)**

<b>Other Matters (1 of 8)</b>	<b>Response</b>
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7a
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.	A host stops people on the street and ask them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. Through interviewing experts in the particular field, the correct answers are given and explained. In this way the target audience learns interesting facts on a variety of subjects. This program will run on our main digital channel.

<b>Other Matters (2 of 8)</b>	<b>Response</b>
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 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.	A half-hour series with a goal to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise and nutrition and health & wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will run on our main digital channel.

<b>Other Matters (3 of 8)</b>	<b>Response</b>
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, 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.	Real life jobs and careers are explored in an energetic style as an education and information (E /I) presentation for teenage viewers. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. A co-host approach allows for interchange of questions and responses adding viewer stimulation and insight. This program will air on our main digital channel.
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Other Matters (4 of 8)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 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.	"Dragon Fly" features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem solving skills. Young viewers see kids like themselves investigating, dreaming and doing. This program will air on our station's main digital channel.

Other Matters (5 of 8)	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 air on our station's main digital channel.

Other Matters (6 of 8)	Response
Program Title	Wild America
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays, 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 air on our station's main digital channel.

<b>Other Matters (7 of 8)</b>	<b>Response</b>
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:30a
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.	Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. This program will air on our station's main digital channel.

<b>Other Matters (8 of 8)</b>	<b>Response</b>
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



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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.

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**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>KUPN Licensee, LLC</b></p>

## Attachments

No Attachments.