



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003742632** | File Number: **CPR-132092** | Submit Date: **07/09/2012** | Call Sign: **KBCW** | Facility ID: **69619** | City:  
**SAN FRANCISCO** | State: **CA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/09/2012** | 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    | CW                        |
|              | Nielsen DMA           | San Fran-Oakland-San Jose |
|              | Web Home Page Address | www.cwbayarea.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? | No       |

Digital Core  
Programs(6)

| Digital Core<br>Program (1 of 6)   | Response   |
|--|--|
| Program Title  | Cubix: Robots for Everyone   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday, 7:00-7:30 A.M.   |
| Total times aired<br>at regularly<br>scheduled time  | 13   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions for<br>other than<br>Breaking News  |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience  | 7 years to 12 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets the<br>definition of<br>Core<br>Programming. | "Cubix: Robots for Everyone" takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club knows as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K's evil schemes to take control of Bubble Town's robots. |
| Does the<br>Licensee identify<br>the program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                    | Yes  |

| Digital Core<br>Program (2 of 6)                | Response                   |
|---|----------------------------|
| Program Title                                   | Cubix: Robots for Everyone |
| Origination                                     | Network                    |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturday, 7:30-8:00 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   | 7 years to 12 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Cubix: Robots for Everyone" takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K's evil schemes to take control of Bubble Town's robots. |
| 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                                      |  | Real Life 101              |
| Origination  |  | Syndicated                 |
| Days/Times Program Regularly Scheduled             |  | Saturday, 12:00-12:30 P.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 concept for "Real Life 101" is bold yet simple. 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 the people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. The co-host format allows for an interchange of questions and answers adding viewer stimulation and insight. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core<br>Program (4 of 6)   |  | Response   |
|--|--|--|
| Program Title  |  | Whaddyado!   |
| Origination  |  | Syndicated   |
| Days/Times Program Regularly Scheduled   |  | Saturday, 12:30-1:00 P.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. |  | "Whaddyado!" is a weekly half-hour educational series which chronicles real-life stories surrounding ordinary teams who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, "Whaddyado!" skillfully documents the event, interviews the participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential life situations. |
| 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  | Made In Hollywood/Teen Edition   |          |
| Origination  | Syndicated   |          |
| Days/Times Program Regularly Scheduled   | Sunday, 10:30-11:00 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. | Behind-the-scenes look at various jobs in the entertainment industry, focused on educating young adults on how to get into the business, and what it takes to succeed. Features interviews and footage with the on-air talent and all those who work off-screen. |          |
| 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                                      | Mystery Hunters         |          |
| Origination  | Syndicated              |          |
| Days/Times Program Regularly Scheduled             | Sunday,11:00-11:30 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. | "Mystery Hunters" sets out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the "Mystery Hunters" uses science and reasoning to try to uncover the truth. The program teaches middle school and early high school students how to gather facts, meet with experts, debunk common myths, and offer explanations for legends. "Mystery Hunters" is an award-winning series on the paranormal, the supernatural, and, by extension, the incredible. Two real-life teenage mystery hunters, along with scientist/skeptic/magician Doubting Dave scour the world in search of unexplained phenomena ranging from who built Stonehenge and what does it do, to whether the dinosaurs could have been wiped out by an asteroid, to whether King Tut's tomb is cursed, and how and when was the sphinx built? |
| 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  | Rosemary Roach     |
| Address   | 855 Battery Street |
| City  | San Francisco      |
| State   | CA                 |
| Zip   | 94111              |
| Telephone Number  | 415.765.8779       |
| Email Address   | roach@kpix.cbs.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 (6)

| Other Matters (1 of 6)   | Response   |
|--|--|
| Program Title  | Cubix: Robots for Everyone   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday, 7:00-7:30 A.M.   |
| Total times aired<br>at regularly<br>scheduled time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience<br>from  | 7 years to 12 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets the<br>definition of<br>Core<br>Programming. | "Cubix: Robots for Everyone" takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club knows as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K's evil schemes to take control of Bubble Town's robots. |

| Other Matters (2 of 6)   | Response   |
|--|--|
| Program Title  | Cubix: Robots for Everyone   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday, 7:30-8:00 A.M.   |
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| Other Matters (3 of 6)   | Response   |
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| Other Matters (5 of 6)                        | Response                       |
|---|--------------------------------|
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| Origination                                   | Syndicated                     |
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| Total times aired at regularly scheduled time | 14                             |
| 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. | Behind-the-scenes look at various jobs in the entertainment industry, focused on educating young adults on how to get into the business, and what it takes to succeed. Features interviews and footage with the on-air talent and all those who work off-screen. |
|--|--|

| Other Matters (6 of 6)   | Response   |
|--|--|
| Program Title  | Mystery Hunters  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sunday, 11:00-11:30 A.M.   |
| Total times aired at regularly scheduled time  | 14   |
| 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. | "Mystery Hunters" sets out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the "Mystery Hunters" uses science and reasoning to try to uncover the truth. The program teaches middle school and early high school students how to gather facts, meet with experts, debunk common myths, and offer explanations for legends. "Mystery Hunters" is an award-winning series on the paranormal, the supernatural, and, by extension, the incredible. Two real-life teenage mystery hunters, along with scientist/skeptic/magician Doubting Dave scour the world in search of unexplained phenomena ranging from who built Stonehenge and what does it do, to whether the dinosaurs could have been wiped out by an asteroid, to whether King Tut's tomb is cursed, and how and when was the sphinx built? |

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>San<br/>Francisco<br/>Television<br/>Station<br/>KBCW<br/>Inc.</b></p> |



**Attachments**

No Attachments.