



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003742632** | File Number: **CPR-149896** | Submit Date: **01/09/2014** | 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:  
**01/09/2014** | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2013**

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	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 Program (1 of 6)		Response
Program Title	The Adventures of Chuck and Friends	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday, 7:00-7:30 A.M. 10/05/13-12/28/13	
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	6 years to 11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Adventures of Chuck and Friends is a half-hour action-comedy to inspire children, to approach playtime as an exciting, limitless adventure, in which everyone learns how to solve problems creatively, compassionately, and with a sense of humor. CHUCK's storylines and characters aim to spark young children's imaginations, and encourage them to think of fun ways of turning their daydreams into action-packed adventures and games with their real-life friends. Chuck and his friends will use problem-solving strategies such as teamwork, thinking creatively, taking responsibilities for their actions, perseverance when they encounter obstacles and to ask for help when trying to handle a frustrating situation.	
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	Rescue Heroes	
Origination	Network	

Days/Times Program Regularly Scheduled	Saturday, 7:30-8:00 A.M. 10/05/13-12/28/13
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up-to-the-minute knowledge, hardware and cutting edge technology, they are dedicated to promoting safety and saving lives everywhere.
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. 10/05/13-12/28/13
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
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Digital Core Program (4 of 6)	Response
Program Title	Whaddyado!
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:30-1:00 P.M. 10/05/13-12/28/13
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 teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, "Whaddyado!" skillfully documents the event, interviews the participants, and talke 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. 10/06/13-12/29/13

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	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 11:00-11:30 A.M. 10/06/13-12/29/13
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.	<p>The purpose of Career Day is to provide a safe learning environment for young viewers to become more informed about the gamut of possible careers available for them to explore. Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education /training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow's Workplace, "Middle school is an ideal age at which to expose students to the challenging world of work".</p> <p>The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education (Broadening Career Horizons for Students in At-Risk Environments, O'Brien et al (1999). Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives.</p>
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	Glennis Markison
Address	855 Battery Street
City	San Francisco
State	CA
Zip	94111
Telephone Number	415.765.8821
Email Address	gamarkison@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 (7)

Other Matters (1 of 7)	Response
Program Title	The Adventures of Chuck and Friends
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00-7:30 A.M. 01/04/14-02/08/14
Total times aired at regularly scheduled time	6
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Adventures of Chuck and Friends is a half-hour action-comedy to inspire children, to approach playtime as an exciting, limitless adventure, in which everyone learns how to solve problems creatively, compassionately, and with a sense of humor. CHUCK's storylines and characters aim to spark young children's imaginations, and encourage them to think of fun ways of turning their daydreams into action-packed adventures and games with their real-life friends. Chuck and his friends will use problem-solving strategies such as teamwork, thinking creatively, taking responsibilities for their actions, perseverance when they encounter obstacles and to ask for help when trying to handle a frustrating situation.

Other Matters (2 of 7)	Response
Program Title	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00-7:30 A.M. 02/15/14-03/29/14
Total times aired at regularly scheduled time	7
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up-to-the-minute knowledge, hardware and cutting edge technology, they are dedicated to promoting safety and saving lives everywhere.

Other Matters (3 of 7)	Response
Program Title	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30-8:00 A.M. 01/04/14-03/29/14
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up-to-the-minute knowledge, hardware and cutting edge technology, they are dedicated to promoting safety and saving lives everywhere.

Other Matters (4 of 7)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:00-12:30 P.M. 01/04/14-03/29/14
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 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.

Other Matters (5 of 7)	Response
Program Title	Whaddyado!
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:30-1:00 P.M. 01/04/14-03/29/14
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.	"Whaddyado!" is a weekly half-hour educational series which chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, "Whaddyado!" skillfully documents the event, interviews the participants, and talke 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.

Other Matters (6 of 7)	Response
Program Title	Made In Hollywood/Teen Edition
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sunday, 10:30-11:00 A.M. 01/05/14-03/30/14
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.	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 (7 of 7)	
	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 11:00-11:30 A.M. 01/05/14-03/30/14
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 purpose of Career Day is to provide a safe learning environment for young viewers to become more informed about the gamut of possible careers available for them to explore. Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education /training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow's Workplace, "Middle school is an ideal age at which to expose students to the challenging world of work". The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education (Broadening Career Horizons for Students in At-Risk Environments, O'Brien et al (1999). Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives.

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 Francisco Television Station KBCW Inc.</b></p>



**Attachments**

No Attachments.