



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0001587583** | File Number: **CPR-119854** | Submit Date: **04/08/2011** | Call Sign: **KCRA-TV** | Facility ID: **33875**

City: **SACRAMENTO** | State: **CA**

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
-----------	---------	-------	-------	----------------

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	NBC
	Nielsen DMA	Sacramento-Stock-Modesto
	Web Home Page Address	www.kcra.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	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:	4.0
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(14)

Digital Core Program (1 of 14)	Response
Program Title	MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 9:00-9:30 AM
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	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 a series of children's 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 them 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 7 to 9 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

Questions	Response
Title of Program	MAGIC SCHOOL BUS
List date and time rescheduled	1/2/11, 10AM
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 #	1/1/11, #MSB110
Reason for Preemption	Sports

Digital Core Program (2 of 14)		Response
Program Title		BABAR
Origination		Network
Days/Times Program Regularly Scheduled		SAT, 9:30-10:00AM
Total times aired at regularly scheduled time		13
Total times aired		12
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		6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. 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	BABAR
List date and time rescheduled	Jan. 2, 2011 10:30 AM
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 #	Jan. 1, 2011/#201
Reason for Preemption	Sports

Digital Core Program (3 of 14)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 10:00-10:30 AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	WILLA'S WILD LIFE is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa 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 finds ways to maintain healthy friendships, experience success, develop competence and become altruistic. 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	WILLA'S WILD LIFE
List date and time rescheduled	3/6/11, 4PM
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 #	3/5/11, #WIL005
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	WILLA'S WILD LIFE
List date and time rescheduled	1/2/11, 11AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	1/1/11, #WIL103
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	WILLA'S WILD LIFE
List date and time rescheduled	2/13/11, 4PM
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 #	2/12/11, #WIL012
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	WILLA'S WILD LIFE



List date and time rescheduled	3/13/11, 4PM
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 #	3/12/11, #WIL008
Reason for Preemption	Sports

**Digital Preemption Programs #5**

Questions	Response
Title of Program	WILLA'S WILD LIFE
List date and time rescheduled	1/9/11, 4PM
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 #	1/8/11, #WIL002
Reason for Preemption	Sports

Digital Core Program (4 of 14)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 10:30-11:00 AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 children's 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 4 to 8-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 Headquarters (HQ) to keep Jubilee 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, Pearlie approaches 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 Preemption Programs #1

Questions	Response
Title of Program	PEARLIE
List date and time rescheduled	3/13/11, 4:30PM
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 #	3/12/11, #PEA103
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	PEARLIE
List date and time rescheduled	1/9/11, 4:30PM
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 #	1/8/11, #PEA105
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
-----------	----------

Title of Program	PEARLIE
List date and time rescheduled	3/8/11, 4:30PM
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 #	3/7/11, #PEA107
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	PEARLIE
List date and time rescheduled	2/13/11, 4:30PM
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 #	2/12/11, #PEA109
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	PEARLIE
List date and time rescheduled	1/2/11, 11AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	1/1/11, #PEA111
Reason for Preemption	Sports

Digital Core Program (5 of 14)	Response
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT, 3:30-4:00 PM
Total times aired at regularly scheduled time	11
Total times aired	12

Number of Preemptions	2
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.	TEEN KIDS NEWS is a television news program for teens and pre-teens by teens. The half-hour weekly program provides information and news to students in a way that's educational as well as entertaining. The focus of the program is young people, so all the stories are in their words. This program inserts the clear informed voice of students into the adult-dominated media and provides a unique perspective that is not currently available on network news program. Weekly Reader provides educational content and works with teachers nationwide to download scripts to teach public speaking, reading, and writing skills. 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	TEEN KIDS NEWS
List date and time rescheduled	1/9/11, 11AM
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 #	1/8/11, #817
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	TEEN KIDS NEWS
List date and time rescheduled	
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 #	2/26/11, #824

Reason for Preemption	Sports
-----------------------	--------

Digital Core Program (6 of 14)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 4:00-4:30PM
Total times aired at regularly scheduled time	11
Total times aired	12
Number of Preemptions	2
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.	TURBO DOGS is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville 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 such as directionality and 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. 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	TURBO DOGS

List date and time rescheduled	1/9/11, 10AM
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 #	1/8/11, #121
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	TURBO DOGS
List date and time rescheduled	
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 #	2/26/11, #118
Reason for Preemption	Sports

Digital Core Program (7 of 14)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 4:30-5:00 PM
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	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 Shell Land, a mythical undersea world populated by characters from a wide array of water dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk who was adopted by the Clam family and now lives with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the childrens key provider of knowledge and other resources. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection. 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	SHELLDON
List date and time rescheduled	1/9/11, 10:30AM
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 #	1/8/11, #SHL004
Reason for Preemption	Sports

Digital Core Program (8 of 14)	Response
Program Title	ANIMAL EXPLORATION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 7:00-7:30 AM
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.	ANIMAL EXPLORATION is a half-hour live action television program designed to meet the educational and informational needs of children. In each episode, cameras follow the host to the nearest and farthest corners of the world as he explores the land, the air, and the sea with intrepid curiosity. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. Digital multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 14)	Response
Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 7:30-8:00 AM
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.	JACK HANNA'S INTO THE WILD brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program. The viewer is introduced to the biodiversity of the area, how animals are adapted to the environment, and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. Digital multicast channel.



Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
---	-----

Digital Core Program (10 of 14)	Response
Program Title	DRAGON FLY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 8:00-8:30 AM
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 is a weekly half-hour science television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure allowing children to investigate science on their own. Digital multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 14)		Response
Program Title		DOG TALES
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUN, 8:30-9:00 AM
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.		DOG TALES is a weekly half-hour magazine show featuring everything about dogs and their owners. Each episode includes topics on training, health, nutrition, behavior, grooming and the peculiarities of man's best friend. All types of dogs from pure breeds to mutts will be showcased. Digital multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 14)		Response
Program Title		ANIMAL RESCUE
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUN, 9:00-9:30 AM
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.	ANIMAL RESCUE is a weekly half-hour reality series showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatments, care and protection. Digital multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 14)		Response
Program Title		MISSING
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUN, 9:30-10:00 AM
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.		"Missing" is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series, which is appropriate for family viewing and children ages 13-16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer-to-peer advice on safety in public places and in cyber space, including real-world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness presented in a calm and non-threatening manner suited for teenagers. Digital multicast channel.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
---	-----

Digital Core Program (14 of 14)	Response
Program Title	HEROES AMONG US
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 10:00-10:30 AM
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.	Heroes Among Us celebrates the life affirming stories of everyday people doing extraordinary things. Meet the real world heroes who've stepped up when everybody else fell back. These heroes are young and old, from big cities and small towns just like yours.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)	Response
Program Title	COMMON GROUND
Origination	Local
Days/Times Program Regularly Scheduled:	SAT, 1/23/11, 6:30-7:00 PM, 2/5, 11-11:30AM
Total times aired at regularly scheduled time:	1
Number of Preemptions	0
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.	"Common Ground" is dedicated to increasing cultural sensitivity, celebrating community diversity and examining the needs, concerns and important issues of our diverse society. A controversy in the city Davis pits pedestrians against railroad executives. Dozens of trains roll through Davis daily with cyclists and pedestrians crossing when they can. Is it an accident waiting to happen? A reason to build a wall that would cut off an entire neighborhood from the main city?Taro made sushi a staple in Sacramento, now the man behind the Mikuni empire is ready to take on the literary world with his new book. Plus, we take you yo the Sierra slopes to spend the day with a group of skiers dedicated to living life without limits.
Does the program have educating and informing children ages 16 and under as a significant purpose?	No
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 3)	Response
Program Title	COMMON GROUND
Origination	Local

Days/Times Program Regularly Scheduled:	SAT, 2/20, 6:30-7:00 PM
Total times aired at regularly scheduled time:	1
Number of Preemptions	0
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.	Common Ground is dedicated to increasing cultural sensitivity, celebrating community diversity and examining the needs, concerns and important issues of our diverse society. Better looking stores, more drop off locations and mixed merchandise, we'll show you how Goodwill is winning new customers and bringing new jobs to the area. Helping raise test scores one student at a time, Target Excellence spreads out across Sacramento area schools to tutor children at risk of falling behind. And a former Tuskegee airman has some advice for today's youth. George Porter calls it like he sees it.
Does the program have educating and informing children ages 16 and under as a significant purpose?	No
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

**Date and Time Aired:**

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 3)	Response
Program Title	COMMON GROUND
Origination	Local
Days/Times Program Regularly Scheduled:	SAT, 3/20, 6:30-7PM, 3/26, 11-11:30AM
Total times aired at regularly scheduled time:	2
Number of Preemptions	0
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.	Common Ground is dedicated to increasing cultural sensitivity, celebrating community diversity and examining the needs, concerns and important issues of our diverse society. Watching the disaster unfold in Japan, California residents are touched both emotionally and economically. Separated by five -thousand miles of Pacific ocean and yet we are linked in so many ways. A new medical study shows learning a second language is good for your health. We show you how easy it is to find German language classes in Sacramento. Plus, we take you to a Rocklin coffee house that invites customers to fight human trafficking one cup of joe at a time.
Does the program have educating and informing children ages 16 and under as a significant purpose?	No
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

**Date and Time Aired:**

Questions	Response
Date Time	

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	Shirley Sullivan
Address	3 Television Circle
City	Sacramento
State	CA
Zip	95608
Telephone Number	916/325-3243
Email Address	smsullivan@hearst.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.	See public file for public service announcements designed specifically for children that aired this quarter. It was necessary to reschedule certain shows this quarter due to conflicts with live network sports and/or breaking news interrupts. On March 20, 2011, due to operator error, "Heroes Among Us" did not air in its entirety. Approximately 3/4 of the program aired, but one segment was accidentally preempted due to a switching error.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 9:00-9:30AM
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 a series of children's 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 them 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 7 to 9 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 (2 of 14)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 9:30-10:00 AM
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.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. Main digital channel.
--	---

Other Matters (3 of 14)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 10:00-10:30 AM
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.	WILLA'S WILD LIFE is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa 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 finds ways to maintain healthy friendships, experience success, develop competence and become altruistic. Main digital channel.

Other Matters (4 of 14)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 10:30-11:00 AM
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.	"Pearlie" is an animated comedy series based on the children's 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 4 to 8-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 Headquarters (HQ) to keep Jubilee 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, Pearlie approaches 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.

Other Matters (5 of 14)	Response
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT, 3:30-4:00 PM
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.	TEEN KIDS NEWS is a television news program for teens and pre-teens by teens. The half-hour weekly program provides information and news to students in a way that's educational as well as entertaining. The focus of the program is young people, so all the stories are in their words. This program inserts the clear informed voice of students into the adult-dominated media and provides a unique perspective that is not currently available on network news programs. Weekly Reader provides educational content and works with teachers nationwide to download scripts to teach public speaking, reading, and writing skills. Main digital channel.

Other Matters (6 of 14)	Response
Program Title	TURDO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 4:00-4:30 PM
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.	TURBO DOGS is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville 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 such as directionality and 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. Main digital channel.

Other Matters (7 of 14)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	SAT, 4:30-5:00 PM
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 Shell Land, a mythical undersea world populated by characters from a wide array of water dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk who was adopted by the Clam family, and now lives with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the childrens key provider of knowledge and other resources. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection. Main digital channel.

Other Matters (8 of 14)	Response
Program Title	ANIMAL EXPLORATION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 7:00-7:30 AM

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.	ANIMAL EXPLORATION is a half-hour live action television program designed to meet the educational and informational needs of children. In each episode, cameras follow the host to the nearest and farthest corners of the world as he explores the land, the air, and the sea with intrepid curiosity. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. Digital multicast channel.

Other Matters (9 of 14)	Response
Program Title	JACK HANNA INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 7:30-8:00 AM
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.	JACK HANNA'S INTO THE WILD brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program. The viewer is introduced to the biodiversity of the area, how animals are adapted to the environment, and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. Digital multicast channel.

Other Matters (10 of 14)	Response
Program Title	DRAGON FLY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 8:00-8:30 AM
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 is a weekly half-hour science television series that meets the educational and informational objectives of the FCC's Childrens Programming requirements for children ages 13-16. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. Digital multicast channel.

Other Matters (11 of 14)	Response
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 8:30-9:00 AM
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.	DOG TALES is a weekly half-hour magazine show featuring everything about dogs and their owners. Each episode includes topics on training, health, nutrition, behavior, grooming and the peculiarities of man's best friend. All types of dogs from pure breeds to mutts will be showcased. Digital multicast channel.

Other Matters (12 of 14)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 9:00-9:30 AM
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.	ANIMAL RESCUE is a weekly half-hour reality series showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatments, care and protection. Digital multicast channel.

Other Matters (13 of 14)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 9:30-10:00 AM
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.	"Missing" is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series, which is appropriate for family viewing and children ages 13-16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer-to-peer advice on safety in public places and in cyber space, including real-world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness, presented in a calm and non-threatening manner suited for teenagers. Digital multicast channel.

Other Matters (14 of 14)	Response
Program Title	HEROES AMONG US
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 10:00-10:30 AM
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.	Heroes Among Us celebrates the life affirming stories of everyday people doing extraordinary things. Meet the real world heroes who've stepped up when everybody else fell back. These heroes are young and old, from big cities and small towns just like yours. Digital Multicast channel.



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>Hearst Stations Inc.</b></p>

Attachments

No Attachments.