



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: 0014361620 | File Number: CPR-131901 | Submit Date: 07/09/2012 | Call Sign: KIRO-TV | Facility ID: 66781 |

City: SEATTLE | State: WA

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
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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	CBS
	Nielsen DMA	Seattle-Tacoma
	Web Home Page Address	www.kirotv.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:	5.0
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(18)

Digital Core Program (1 of 18)		Response
Program Title	MUSTARD PANCAKES I (DIGITAL MULTICAST ONLY)	
Origination	Network	
Days/Times Program Regularly Scheduled	Mondays, 8-8:30AM	
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	3 years to 6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 18)		Response
Program Title	WILD AMERICA (DIGITAL MULTICAST ONLY)	
Origination	Network	
Days/Times Program Regularly Scheduled	Mondays, 8:30-9AM	
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.	WILD AMERICA is targeted to children ages 13-16. The key educational objective of the program is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species. We expect that children viewing the program will achieve a greater understanding of nature and specific animal species because of the up-close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North American and learn to protect its natural species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 18)</b>	<b>Response</b>
Program Title	VIRUS ATTACK (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays, 8-8:30AM
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.	In accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children on television, Virus Attack clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows: 1. Making choices in life is an ongoing subject. A challenge faced by all children in this category. 2. Contemporary issues such as bullying, peaceful coexistence, establishing trust and courtesy are faced and resolved in the episodes. 3. Responsibility and selfless behavior are presented in a positive and encouraging manner. 4. Themes in each episode emphasize the importance friendship, taking responsibility for your actions and fair play.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 18)	Response
Program Title	ANGEL'S FRIENDS (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays, 8:30-9AM
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.	Angel's Friends provides CORE programming in the areas of particular concern to young teens including social themes and coping strategies through school life of animated teen-aged angels learning to be Guardian Angels and their nemesis, The Devils, that are practicing to become Guardian Devils. Kids are taken on an inspirational journey that stirs their spirit and provides moral tools for the decisions they face in everyday life. The multi-ethnic angels serve as role models for young teen viewers as they deal with such issues as the right to say no, the meaning of heroism, bullying and other issues of particular concern to young teens.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 18)	Response
Program Title	PASSPORT TO EXPLORE (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays, 8-8:30AM
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.	In accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children on television, Passport To Explore clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows: 1. The Passport To Explore website will be easily accessed by parents and provide a clear description of the types of programming offered. 2. Passport To Explore provides CORE programming in the area of geography and prevailing local customs related to the areas visited. Not only does the series present geographical and morays about the areas visited, but it aims to enrich children's lives by making them aware of the differences that exist and how enriching those differences can be to their own lives. Each episode provides information related to the specific area visited and gives an educational approach to its history. 3. Passport To Explore uses the technique of near peer mentors i.e., children to teach other children. Each episode employs children who ask questions and experience first hand the experience of the topic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 18)	Response
Program Title	BETA RECORDS (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays, 8:30-9AM
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.	BETA Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major & indie artist interviews, tutorials and how-to's, producer and music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 18)	Response
Program Title	BUSYTOWN MYSTERIES I
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 8:30-9AM
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 18)	Response
Program Title	BUSYTOWN MYSTERIES II
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 9-9:30AM
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 18)	Response
Program Title	DOODLEBOPS I
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 9:30-10AM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 18)	Response
Program Title	DOODLEBOPS II
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 10-10:30AM
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	DOODLEBOPS II
List date and time rescheduled	Saturday, May 5, 3:30-4PM
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 #	Saturday, May 5
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	DOODLEBOPS II
List date and time rescheduled	Saturday, April 21, 3:30-4PM
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 #	Saturday, April 21
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	DOODLEBOPS II
List date and time rescheduled	Saturday, April 28, 3:30-4PM
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 #	Saturday, April 28
Reason for Preemption	Sports

Digital Core Program (11 of 18)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 4-4:30PM
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.	A weekly half hour focuses on today's youth as they pursue their dreams of becoming the next sports superstars. The show profiles college and high school talent in sports and provides an in-depth look at the hard work and dedication it takes to achieve their goals. The show is closed-captioned and meets FCC guidelines for Educational and Informational Programming for children 13 to 16 years. There is also a video "bug" substantiating fulfillment of the FCC requirement throughout the telecast. Additional information on the program and the players profiled is available on the web at "sportsstarsoftomorrow.com"
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	SPORTS STARS OF TOMORROW
List date and time rescheduled	Saturday, April 14, 10:30-11AM
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 #	Saturday, April 7, 2012
Reason for Preemption	Sports

Digital Core Program (12 of 18)	Response
Program Title	ELIZABRTH STANTON'S GREAT BIG WORLD
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 4:30-5PM
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.	ELIZABETH STANTON'S GREAT BIG WORLD consists of educational moments making it a great teaching aid. The host relates timely, thought provoking issues as she joins her friends to lend a hand to children in need. The program focuses on safely exploring adventure, friendship, volunteerism, geography, social studies, literature and government.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 18)		Response
Program Title		PETS.TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays, 4:30-5PM
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.		PETS.TV teaches young viewers how to enjoy, care for and respect animals. Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13-16. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.
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	PETS.TV
List date and time rescheduled	Sunday, April 15, 4-4:30PM
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 #	Sunday, April 8
Reason for Preemption	Sports

Digital Core Program (14 of 18)	Response
Program Title	ANIMAL ATLAS (DIGITAL MULTICAST ONLY) APRIL 5 - JUNE 21
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays, 8-8:30AM
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	13 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 Atlas is an entertaining and educational half-hour wildlife program shot exclusively in High Definition. The show introduces young viewers to every kind of animal imaginable, from the familiar to the astounding, including apes and giant lizards, sharks and tigers, and all other animals from the Americas, Africa, Asia, Australia, and everywhere in between. Animal Atlas promotes a better understanding of how various animal species live and what they need to survive. Each episode stands alone as an entertaining look into the world of animals-whether visiting a particular group of animals, such as big cats, or meeting the animals of an entire continent. Through Animal Atlas, viewers discover the variety of places that animals live, how they find food, and how they play. The show also looks at how family units operate, from a community of thousands of prairie dogs, to a pride of lions, to a school of fish. Certain episodes also explore animal features such as diet, locomotion, adaptation, and how animals take care of their young. Along the way, Animal Atlas educates young viewers about endangered species and provides information on how to support wildlife conservation. For a population of young viewers attuned to the importance of going "green," Animal Atlas is not only entertaining, it's culturally relevant and important.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (15 of 18)	
	Response
Program Title	ECO COMPANY (DIGITAL MULTICAST ONLY) JUNE 28
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays, 8-8:30AM
Total times aired at regularly scheduled time	1
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	13 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.	Eco Company brings a fresh, engaging, and optimistic perspective to environmental issues through interviews and conversational reportage that is accessible, relevant, and compelling. The program's energetic and youthful journalist/hosts presents stories that promote an action-oriented approach to environmental issues by 1) showcasing examples of creative solutions, many of which are implemented by teenagers themselves; and 2) delivering information that promotes and encourages ethical stewardship of natural resources and the environment. Engaging, upbeat music, and eco-friendly facts and tips complement the feature stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)		Response
Program Title	MUSTARD PANCAKES II (DIGITAL MULTICAST ONLY)	
Origination	Network	
Days/Times Program Regularly Scheduled	Thursdays, 8:30-9AM	
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	3 years to 6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (17 of 18)		Response
Program Title	AQUA KIDS (DIGITAL MULTICAST ONLY)	
Origination	Network	
Days/Times Program Regularly Scheduled	Fridays, 8-8:30AM	
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.	Aqua Kids Adventures has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18) Response	
Program Title	ARIEL, ZOHEY, ELI TOO (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Fridays, 8:30-9AM
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.	Ariel, Zoey, Eli Too (AZE2) introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief. AEZ2 have performed at Detroit Pistons basketball games, before New York Mets games at Citi Field, Shea Stadium, and in our Nation's capital where they performed for children of wounded troops at Walter Reed Army Medical Center.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled:	Sundays, 5-5:30AM
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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?	Yes

Date and Time Aired:

Questions	Response
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Date Time	
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Non-Core Educational and Informational Programming (2 of 2)

Response

Program Title	HORSELAND
Origination	Network
Days/Times Program Regularly Scheduled:	Sundays, 5:30-6AM
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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?	Yes
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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	Therese Weiler
Address	2807 3rd Ave.
City	Seattle
State	WA
Zip	98121
Telephone Number	206-728-8779
Email Address	tweiler@kirotv.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.	After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies as follows: (i) the only programs specifically designed for children ages twelve and under that the station broadcast this quarter are disclosed in this report and (ii) the licensee fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to these programs. The station has terminated analog operations. Therefore, Questions 7(b) and 7(c) no longer apply. Kids Public Service Announcements Second Quarter 2012 US Department of Health and Human Services (Ad Council): Action Hero Alliance Target Audience children of all ages and families This public service announcement is designed to encourage children to eat healthy and be active. U.S. Forest Service and USDA (Ad Council): This is a Forest Target Audience children of all ages and families This public service announcement is designed to encourage children and their families to get out and enjoy nature together. USDA and Forest Service (Ad Council): Magic of Healthy Living Kick Off Target Audience children of all ages and families This public service announcement is designed to encourage children to eat healthy and be active.

Other Matters (19)

Other Matters (1 of 19)	Response
Program Title	DOODLEBOPS - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 19)	Response
Program Title	DOODLEBOPS - II
Origination	Network
Days/Times Program Regularly Scheduled	SaturdayS, 10-10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 19)	Response
Program Title	BUSYTOWN MYSTERIES - I JULY 7 - SEPTEMBER 15
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 8:30-9AM
Total times aired at regularly scheduled time	11
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 19)	Response
Program Title	LIBERTY'S KIDS - I SEPTEMBER 22 - 29
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 8:30-9AM

Total times aired at regularly scheduled time	2
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 19)	Response
Program Title	BUSYTOWN MYSTERIES - II JULY 7 - SEPTEMBER 15
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9-9:30AM
Total times aired at regularly scheduled time	11
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Other Matters (6 of 19)	Response

Program Title	LIBERTY'S KIDS - II SEPTEMBER 22 - 29
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9-9:30AM
Total times aired at regularly scheduled time	2
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 19)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 4-4:30PM
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 weekly half hour focuses on today's youth as they pursue their dreams of becoming the next sports superstars. The show profiles college and high school talent in sports and provides an in-depth look at the hard work and dedication it takes to achieve their goals. The show is closed-captioned and meets FCC guidelines for Educational and Informational Programming for children 13 to 16 years. There is also a video "bug" substantiating fulfillment of the FCC requirement throughout the telecast. Additional information on the program and the players profiled is available on the web at "sportsstarsoftomorrow.com"

Other Matters (8 of 19)	Response
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Program Title	ELIZABETH STANTON'S GREAT BIG WORLD
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 4:30-5PM
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.	ELIZABETH STANTON'S GREAT BIG WORLD consists of educational moments making it a great teaching aid. The host relates timely, thought provoking issues as she joins her friends to lend a hand to children in need. The program focuses on safely exploring adventure, friendship, volunteerism, geography, social studies, literature and government.

Other Matters (9 of 19)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 4:30-5PM
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.	PETS.TV teaches young viewers how to enjoy, care for and respect animals. Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13-16. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Other Matters (10 of 19)	Response
Program Title	MUSTARD PANCAKES I (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Mondays, 8-8:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society.

Other Matters (11 of 19)	Response
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Program Title	WILD AMERICA (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Mondays, 8:30-9AM
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.	WILD AMERICA is targeted to children ages 13-16. The key educational objective of the program is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species. We expect that children viewing the program will achieve a greater understanding of nature and specific animal species because of the up-close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North American and learn to protect its natural species.

Other Matters (12 of 19)	Response
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Program Title	VIRUS ATTACK (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays, 8-8:30AM
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.	In accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children on television, Virus Attack clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows: 1. Making choices in life is an ongoing subject. A challenge faced by all children in this category. 2. Contemporary issues such as bullying, peaceful coexistence, establishing trust and courtesy are faced and resolved in the episodes. 3. Responsibility and selfless behavior are presented in a positive and encouraging manner. 4. Themes in each episode emphasize the importance friendship, taking responsibility for your actions and fair play.
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Other Matters (13 of 19)	Response
Program Title	ANGEL'S FRIENDS (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays, 8:30-9AM
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.	Angel's Friends provides CORE programming in the areas of particular concern to young teens including social themes and coping strategies through school life of animated teen-aged angels learning to be Guardian Angels and their nemesis, The Devils, that are practicing to become Guardian Devils. Kids are taken on an inspirational journey that stirs their spirit and provides moral tools for the decisions they face in everyday life. The multi-ethnic angels serve as role models for young teen viewers as they deal with such issues as the right to say no, the meaning of heroism, bullying and other issues of particular concern to young teens.

Other Matters (14 of 19)	Response
Program Title	PASSPORT TO EXPLORE (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays, 8-8:30AM
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.	In accordance with the 1990 Children's Television Act (ATC) intended to increase educational and informational programming for children on television, Passport To Explore clearly meets the goals of providing children with a television show that meets CORE requirements of the FCC as follows: 1. The Passport To Explore website will be easily accessed by parents and provide a clear description of the types of programming offered. 2. Passport To Explore provides CORE programming in the area of geography and prevailing local customs related to the areas visited. Not only does the series present geographical and morays about the areas visited, but it aims to enrich children's lives by making them aware of the differences that exist and how enriching those differences can be to their own lives. Each episode provides information related to the specific area visited and gives an educational approach to its history. 3. Passport To Explore uses the technique of near peer mentors i.e., children to teach other children. Each episode employs children who ask questions and experience first hand the experience of the topic.

Other Matters (15 of 19)	Response
Program Title	BETA RECORDS (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays, 8:30-9AM
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.	BETA Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major & indie artist interviews, tutorials and how-to's, producer and music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.

Other Matters (16 of 19)	Response
Program Title	ECO COMPANY (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays, 8-8:30AM
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.	Eco Company brings a fresh, engaging, and optimistic perspective to environmental issues through interviews and conversational reportage that is accessible, relevant, and compelling. The program's energetic and youthful journalist/hosts presents stories that promote an action-oriented approach to environmental issues by 1) showcasing examples of creative solutions, many of which are implemented by teenagers themselves; and 2) delivering information that promotes and encourages ethical stewardship of natural resources and the environment. Engaging, upbeat music, and eco-friendly facts and tips complement the feature stories.
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Other Matters (17 of 19)	Response
Program Title	MUSTARD PANCAKES II (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays, 8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society.

Other Matters (18 of 19)	Response
Program Title	AQUA KIDS (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Fridays, 8-8:30AM
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.	Aqua Kids Adventures has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.

Other Matters (19 of 19)	Response
Program Title	ARIEL, ZOEY, ELI TOO (DIGITAL MULTICAST ONLY)
Origination	Network
Days/Times Program Regularly Scheduled	Fridays, 8:30-9AM

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.	Ariel, Zoey, Eli Too (AZE2) introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief. AEZ2 have performed at Detroit Pistons basketball games, before New York Mets games at Citi Field, Shea Stadium, and in our Nation's capital where they performed for children of wounded troops at Walter Reed Army Medical Center.

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>KIRO-TV, Inc.</b></p>

**Attachments**

No Attachments.