



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-110152** | Submit Date: **07/09/2010** | Call Sign: **KVLY-TV** | Facility ID: **61961** |

City: **FARGO** | State: **ND**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

**07/09/2010** | 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
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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	NBC
	Nielsen DMA	Fargo-Valley City
	Web Home Page Address	www.valleynewslive.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:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core  
Programs(4)

Digital Core Program (1 of 4)	Response
Program Title	Turbo Dogs (11.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA [9-9:30am]
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	4 years to 8 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.
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 (11.1)
List date and time rescheduled	6/05/2010 12:30pm
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2010-06-05
Episode #	6/05/2010 #TDO109
Reason for Preemption	Sports

Digital Core Program (2 of 4)	Response
Program Title	Shelldon (11.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA [9:30-10:00am]
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Shelldon (11.1)
List date and time rescheduled	6/05/2010 1pm
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 #	SA 6/05/2010 #SHL012
Reason for Preemption	Sports

Digital Core Program (3 of 4)	Response
Program Title	3-2-1 Penguins (11.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA [10=10:30am]
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	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	3-2-1 Penguins features two children, Jason and Michelle, whose vacation at their grandmothers cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.
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	3-2-1 Penguins (11.1)
List date and time rescheduled	6/05/2010 1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2010-06-05
Episode #	6/05/2010 #PEN213
Reason for Preemption	Sports

Digital Core Program (4 of 4)	Response
Program Title	Babar (11.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:30-11:00am]
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	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, Babar 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 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core  
Educational and  
Informational  
Programming (0)**

Sponsored Core  
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Jeff Petrik
Address	1350 21st Avenue South
City	Fargo
State	ND
Zip	58103
Telephone Number	701-237-5211
Email Address	jeffp@valleynewslive.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.	Because KVLV-TV ceased analog operations and converted to digital-only operations on February 16, 2009, questions 7(b) and 7(c) are no longer applicable. KVLV produces a local knowledge bowl series called High School Challenge. Although it does not qualify as an E/I show, it is very educational and informative. Thirty two area schools take part in a quiz show like format. "The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, press releases, kids pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.

Other Matters (0)

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>Hoak Media of Dakota, LLC</b></p>

**Attachments**

No Attachments.