



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0029023009** | File Number: **CPR-119799** | Submit Date: **04/08/2011** | Call Sign: **KCNS** | Facility ID: **71586** | City:  
**SAN FRANCISCO** | 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
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	San Fran-Oakland-San Jose
	Web Home Page Address	

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:	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(16)

Digital Core Program (1 of 16)	Response
Program Title	ASK GILBY
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY 7AM-7:30AM
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Why is the sky blue? Why do we need the sun? What makes people grow? Children are naturally curious about the world around them. Now they have a special friend to help them explore their curiosities! Gilby is a curious puppy who loves to fetch answers to questions from little boys and girls. His friends Miss Kathy, B. E. Mann, Augustus Bustus and many others join Gilby in his daily adventures. Whether he is visiting a farm, going on a picnic or riding a train, Gilby has a great time learning about friendship, manners and music. At the same time, children are learning skills to prepare them for school. Each half-hour show follows the same format. The familiarity of each show creates a comfortable, safe learning environment and makes it easy for children to follow the show. Gilby encourages children to explore and learn by writing, calling and e-mailing with questions of their own. Educational consultants and child psychologists from Akron Public Schools work with show producers to link each show with lessons on colors, numbers, shapes, letters and opposites.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 16)		Response
Program Title	ASK GILBY	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SATURDAY 7AM-7:30AM	
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	2 years to 6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Why is the sky blue? Why do we need the sun? What makes people grow? Children are naturally curious about the world around them. Now they have a special friend to help them explore their curiosities! Gilby is a curious puppy who loves to fetch answers to questions from little boys and girls. His friends Miss Kathy, B. E. Mann, Augustus Bustus and many others join Gilby in his daily adventures. Whether he is visiting a farm, going on a picnic or riding a train, Gilby has a great time learning about friendship, manners and music. At the same time, children are learning skills to prepare them for school. Each half-hour show follows the same format. The familiarity of each show creates a comfortable, safe learning environment and makes it easy for children to follow the show. Gilby encourages children to explore and learn by writing, calling and e-mailing with questions of their own. Educational consultants and child psychologists from Akron Public Schools work with show producers to link each show with lessons on colors, numbers, shapes, letters and opposites.</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Digital Core Program (3 of 16)		Response
Program Title	NEW ZOO REVUE	

Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAY 7AM-7:30AM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children learn about culture and good citizenship through song, dance and comedy from animal-costumed characters under the direction of schoolteacher Doug and his assistant, Emmy Jo. `A Way of Life Through Music' is the show's slogan, with each episode addressing a topic of concern, such as pride, sharing and manners.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 16)	Response
Program Title	NEW ZOO REVUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAY 7AM-7:30AM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children learn about culture and good citizenship through song, dance and comedy from animal-costumed characters under the direction of schoolteacher Doug and his assistant, Emmy Jo. `A Way of Life Through Music' is the show's slogan, with each episode addressing a topic of concern, such as pride, sharing and manners.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 16)	Response
Program Title	NEW ZOO REVUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY 7AM-7:30AM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children learn about culture and good citizenship through song, dance and comedy from animal-costumed characters under the direction of schoolteacher Doug and his assistant, Emmy Jo. `A Way of Life Through Music' is the show's slogan, with each episode addressing a topic of concern, such as pride, sharing and manners.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 16)	Response
Program Title	NEW ZOO REVUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAY 7AM-7:30AM
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	30 mins
Age of Target Child Audience	3 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children learn about culture and good citizenship through song, dance and comedy from animal-costumed characters under the direction of schoolteacher Doug and his assistant, Emmy Jo. `A Way of Life Through Music' is the show's slogan, with each episode addressing a topic of concern, such as pride, sharing and manners.



Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (7 of 16)	Response
Program Title	FOLLOW ME - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	TUESDAY 2:30PM-3PM
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a travelogue program which targets at children 8-12 years old. It takes kids to every corner around Taiwan and abroad during Summer/Winter breaks, to learn different cultures, discover new stuffs and explore everything in the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 16)	Response
Program Title	FOLLOW ME - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	THURSDAY 2:30PM-3PM
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	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a travelogue program which targets at children 8-12 years old. It takes kids to every corner around Taiwan and abroad during Summer/Winter breaks, to learn different cultures, discover new stuffs and explore everything in the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 16)	Response
Program Title	FRUIT ICECREAM - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	WEDNESDAY 2:30PM-3PM
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.	It's a program which targets at children 3-6 years old. It combines real man and puppets to tell kids various stories, and there is a true value behind each story, such as patience, loyalty, honesty, self-esteem...etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 16)	Response
Program Title	FRUIT ICECREAM - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	FRIDAY 2:30PM-3PM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a program which targets at children 3-6 years old. It combines real man and puppets to tell kids various stories, and there is a true value behind each story, such as patience, loyalty, honesty, self-esteem...etc.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (11 of 16)	Response
Program Title	MOUNTAIN CAT - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	MONDAY 6:30PM-7PM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a magical education and entertainment cartoon program targets at children 3-12 years old. It tells a story about a mountain cat and its best friend Jimmy who live in a magical forest. Through various funny and adventurous stories, it tells children about the importance of understanding and forgiving, sympathy and helping each other, braveness and justice.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 16)	Response
Program Title	MOUNTAIN CAT - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	TUESDAY 6:30PM-7PM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a magical education and entertainment cartoon program targets at children 3-12 years old. It tells a story about a mountain cat and its best friend Jimmy who live in a magical forest. Through various funny and adventurous stories, it tells children about the importance of understanding and forgiving, sympathy and helping each other, braveness and justice.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)	Response
Program Title	MOUNTAIN CAT - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	WEDNESDAY 6:30PM-7PM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a magical education and entertainment cartoon program targets at children 3-12 years old. It tells a story about a mountain cat and its best friend Jimmy who live in a magical forest. Through various funny and adventurous stories, it tells children about the importance of understanding and forgiving, sympathy and helping each other, braveness and justice.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 16)	Response
Program Title	MOUNTAIN CAT - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	THURSDAY 6:30PM-7PM
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a magical education and entertainment cartoon program targets at children 3-12 years old. It tells a story about a mountain cat and its best friend Jimmy who live in a magical forest. Through various funny and adventurous stories, it tells children about the importance of understanding and forgiving, sympathy and helping each other, braveness and justice.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 16)	Response
Program Title	MOUNTAIN CAT - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	FRIDAY 6:30PM-7PM
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	3 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's a magical education and entertainment cartoon program targets at children 3-12 years old. It tells a story about a mountain cat and its best friend Jimmy who live in a magical forest. Through various funny and adventurous stories, it tells children about the importance of understanding and forgiving, sympathy and helping each other, braveness and justice.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 16)	Response
Program Title	FUN AND ADVENTURES AT MUSEUMS - KCNS-DT2
Origination	Network

Days/Times Program Regularly Scheduled	MONDAY 2:30PM-3PM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's an on-location program designed for elementary school students (7-12). In each episode, it introduces a particular museum where the host will show the specific collections and explain the meaning behind each artistic work.
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	DANIEL SUERO
Address	449 BROADWAY, 2ND FLOOR
City	NEW YORK
State	NY
Zip	10013
Telephone Number	(212) 966- 1059 ext. 366
Email Address	daniels@mrbi. net
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

**Other Matters (5)**

Other Matters (1 of 5)	Response
Program Title	LITTLE MONK - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	MONDAY 4PM-4:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Little Monk is a cartoon animation about the everyday life of an old monk and his apprentice. Each episode tells an independent story that explains the way of life. Fit for all age groups

Other Matters (2 of 5)	Response
Program Title	LITTLE SCIENCE HUNTERS - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	TUESDAY 4PM-4:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The 30-minute long show explores ancient tribal culture in Taiwan by introducing historical tools used by forefathers to children. It further strengthens the understanding of past wisdom by instructing young people to make those utensils with simple, household materials.

Other Matters (3 of 5)	Response
Program Title	SMART GRANNY - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	WEDNESDAY 4PM-4:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Smart grandma-like instructor, along with a puppet, teach children Chinese Characters by lyrics and melodies.

Other Matters (4 of 5)	Response
Program Title	MOMO SCHOOL - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	THURSDAY 4PM-4:30PM
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	5 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MoMo School explores Di Zi Gui, or Standards for being a Good Student and Child, an ancient book written in three-character verses. The book is based on the teaching of the Chinese philosopher Confucius that emphasises the basic requisites for being a good person and guidelines for living in harmony with others.

Other Matters (5 of 5)	Response
Program Title	FAIRY STAGE - KCNS-DT2
Origination	Network
Days/Times Program Regularly Scheduled	FRIDAY 4PM-4:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Fairy Stage reinterprets well-known fairy tales all over the world with puppet show.

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>MTB SAN FRANCISCO LICENSEE LLC</b></p>

**Attachments**

No Attachments.