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# Children's Television Programming Report

FRN: **0001587583** | File Number: **CPR-126411** | Submit Date: **01/09/2012** | Call Sign: **KMBC-TV** | Facility ID: **65686** |  
City: **KANSAS CITY** | State: **MO**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**01/09/2012** | Filing Status: **Active**

Report reflects information for : **Fourth 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	Network Affiliation
	Affiliated network	ABC
	Nielsen DMA	Kansas City
	Web Home Page Address	www.kmbc.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:	6.0
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(12)

Digital Core Program (1 of 12)	Response
Program Title	Teen Kids News - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/10:30 - 11:00 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The mission of Teen Kids News is to provide information and news to kids in a manner that is educational as well as highly entertaining. The target audience for the program is 13- to 16-year-olds. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal to kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult dominated media and provides a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. Teen Kids News is filling that void and has captured the imagination of America, becoming the first program in history targeting the next generation of news viewers. Main digital channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	Jack Hanna's Wild Countdown - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/9:00 - 9:30 AM CT
Total times aired at regularly scheduled time	14
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.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world.Presented in countdown style, Jack offers up a different "top ten" each week in a variety of categories. What the top ten "fastest animals in Africa", "tallest insects", "biggest eaters", "smartest birds"...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown. Main digital channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 12)	Response
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Program Title	Ocean Mysteries - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/9:30 - 10:00 AM CT
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflict in the "family dynamics" of the mingling species, viewers will get to know - and care - about these heroes, and all of the fascinating life teeming in our oceans. Main digital channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)                      Response	
Program Title	Born to Explore - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/10:00 - 10:30 AM CT

Total times aired at regularly scheduled time	14
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.	Developed and produced for 13 to 16 year-olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano or travels down the Nile River, viewers will travel the world without leaving their homes. Main digital channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 12)	Response
Program Title	Culture Click - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/10:30 - 11:00 AM CT



Total times aired at regularly scheduled time	14
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.	Culture Click is a weekly half-hour series that explores the genesis of - and reasons behind - cultural events that permeate our everyday lives. Developed and produced for viewers 13 - 16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week, Nzinga will analyze and answer the questions that shape our society - using the power and speed of the internet and use-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's worth of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click. Main digital channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 12)	Response
Program Title	Everyday Health - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/11:00 - 11:30 AM CT

Total times aired at regularly scheduled time	10
Total times aired	10
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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 this weekly half-hour series developed and produced to educate and inform viewers 13-16, our hosts scan the country finding those who pay it forward" to promote health and wellness. The remarkable people that viewers meet are referred to as "agents of change", special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are "paying it forward", with good will and new ideas that will inspire other teens to take action. Main digital channel only. P/E 10/08, 11/12, 11/26 and 12/03 due to college football on ABC.
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	Everyday Health - main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-11-12

Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Everyday Health - main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-10-08
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Everyday Health - main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-12-03
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Everyday Health - main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-11-26
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	Food for Thought - Main digital channel only

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/11:30 AM - 12:00 PM CT effective September 3
Total times aired at regularly scheduled time	10
Total times aired	10
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time - sometimes from family, sometimes from friends or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the "inspired" dish while promoting a healthy attitude towards food and life. Main digital channel only. P/E 9/17 & 9/24 due to college football on ABC.
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	Food for Thought - Main digital channel only
List date and time rescheduled	N/A

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-10-08
Episode #	
Reason for Preemption	Sports

## Digital Preemption Programs #2

Questions	Response
Title of Program	Food for Thought - Main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-11-12
Episode #	
Reason for Preemption	Sports

## Digital Preemption Programs #3

Questions	Response
Title of Program	Food for Thought - Main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-11-26
Episode #	
Reason for Preemption	Sports

## Digital Preemption Programs #4

Questions	Response
Title of Program	Food for Thought - Main digital channel only
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-12-03
Episode #	

Reason for Preemption	Sports
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Digital Core Program (8 of 12)	Response
Program Title	Green Screen Adventures - Multicast
Origination	Network
Days/Times Program Regularly Scheduled	Saturday/Sunday - 7:00 - 9:00 AM CT
Total times aired at regularly scheduled time	108
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 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry and story theatre. The stories are based on the writing of elementary school students, ages 7 - 13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C's" as well as the three "R's" - Curiosity, Confidence, Citizenship and Compassion. Multicast channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	M@d About - Multicast
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT

Total times aired at regularly scheduled time	14
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.	M@d About provides programming in the area of financial literacy, nutrition, earth science, ecology, health, life skills and fitness that tie to state and national education standards. The M@d About team finds out about health snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. M@d About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the M@d About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. Multi-cast channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	M@d About - Multicast
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT

Total times aired at regularly scheduled time	14
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.	M@d About provides programming in the area of financial literacy, nutrition, earth science, ecology, health, life skills and fitness that tie to state and national education standards. The M@d About team finds out about health snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. M@d About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the M@d About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. Multicast channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	Edgemont - Multicast
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/9:00-9:30 AM CT



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.	Edgemont is a television program designed for middle and high school students aged 13-16 years old. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. Multicast channel only.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	Edgemont - Multicast
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/9:30-10:00 AM CT

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.	Edgemont is a television program designed for middle and high school students aged 13-16 years old. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. Multicast channel only.
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	Karen King
Address	6455 Winchester Avenue
City	Kansas city
State	MO
Zip	64133
Telephone Number	816-760-9260
Email Address	kking@hearst. com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Teen Kids News - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The mission of Teen Kids News is to provide information and news to kids in a manner that is educational as well as highly entertaining. The target audience for the program is 13- to 16-year-olds. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal to kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult dominated media and provides a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. Teen Kids News is filling that void and has captured the imagination of America, becoming the first program in history targeting the next generation of news viewers. Main digital channel only.

Other Matters (2 of 12)	Response
Program Title	Green Screen Adventures - multicast channel only
Origination	Network
Days/Times Program Regularly Scheduled	Saturday/Sunday - 7:00 - 9:00 AM CT
Total times aired at regularly scheduled time	104
Length of Program	30 mins
Age of Target Child Audience from	7 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry and story theatre. The stories are based on the writing of elementary school students, ages 7 - 13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C's" as well as the three "R's" - Curiosity, Confidence, Citizenship and Compassion. Multicast channel only
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Other Matters (3 of 12)	Response
Program Title	Jack Hanna's Wild Countdown - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/9:00 - 9:30 AM CT effective September 3
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.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different "top ten" each week in a variety of categories. What the top ten "fastest animals in Africa", "tallest insects", "biggest eaters", "smartest birds"...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown. Main digital channel only.

Other Matters (4 of 12)	Response
Program Title	Ocean Mysteries - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/9:30 - 10:00 AM CT effective September 3
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflict in the "family dynamics" of the mingling species, viewers will get to know - and care - about these heroes, and all of the fascinating life teeming in our oceans. Main digital channel only.

Other Matters (5 of 12)	Response
Program Title	Born to Explore - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/10:00 - 10:30 AM CT effective September 3
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.	Developed and produced for 13 - 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano or travels down the Nile River, viewers will travel the world without leaving their homes. Main digital channel only.
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Other Matters (6 of 12)	Response
Program Title	Culture Click - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/10:30 - 11:00 AM CT effective September 3



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.	Culture Click is a weekly half-hour series that explores the genesis of - and reasons behind - cultural events that permeate our everyday lives. Developed and produced for viewers 13 - 16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week, Nzinga will analyze and answer the questions that shape our society - using the power and speed of the internet and use-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's worth of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click. Main digital channel only.

Other Matters (7 of 12)	Response
Program Title	Everyday Health - main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/11:00 - 11:30 AM CT effective September 3
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 this weekly half-hour series developed and produced to educate and inform viewers 13-16, our hosts scan the country finding those who pay it forward" to promote health and wellness. The remarkable people that viewers meet are referred to as "agents of change", special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are "paying it forward", with good will and new ideas that will inspire other teens to take action. Main digital channel only.

Other Matters (8 of 12)		Response
Program Title	Food for Thought - Main digital channel only	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday/11:30 AM - 12:00 PM CT effective September 3	
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.	Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time - sometimes from family, sometimes from friends or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the "inspired" dish while promoting a healthy attitude towards food and life. Main digital channel only.	

  

Other Matters (9 of 12)		Response
Program Title	M@d About - Main digital channel only	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT effective 10/1/11	
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.	M@d About provides programming in the area of financial literacy, nutrition, earth science, ecology, health, life skills and fitness that tie to state and national education standards. The M@d About team finds out about health snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. M@d About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the M@d About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. Multi-cast channel only.
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Other Matters (10 of 12)	Response
Program Title	Mad About - Main digital channel only
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT effective 10/1/11
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.	M@d About provides programming in the area of financial literacy, nutrition, earth science, ecology, health, life skills and fitness that tie to state and national education standards. The M@d About team finds out about health snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. M@d About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the M@d About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. Multi-cast channel only.

Other Matters (11 of 12)	Response
Program Title	Edgemont - Main digital channel only
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/9:00-9:30 AM CT effective 10/2/11

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.	Edgemont is a television program designed for middle and high school students aged 13-16 years old. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. Main digital channel only.
<b>Other Matters (12 of 12)</b>	
<b>Response</b>	
Program Title	Edgemont - Main digital channel only
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/9:30-10:00 AM CT effective 10/2/11
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.	Edgemont is a television program designed for middle and high school students aged 13-16 years old. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. Main digital channel only.

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>KMBC Hearst Television Inc.</b></p>

**Attachments**

No Attachments.