Federal Communications Commission

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Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-129641** | Submit Date: **04/09/2012** | Call Sign: **KASW** | Facility ID: **7143** | City: **PHOENIX** | State: **AZ**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/09/2012** | Filing Status: **Active**

Report reflects information for : First Quarter of 2012

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

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Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/09/2012** | Filing Status: **Active**

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	cw
	Nielsen DMA	Phoenix
	Web Home Page Address	www.azfamily.com/cw6

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	0.0
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:	0.0
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(0)**

Non-Core Educational and Informational Programming (8)	Non-Core Educational and Informational Programming (1 of 8)	Response
	Program Title	MAGI-NATION
	Origination	Network
	Days/Times Program Regularly Scheduled:	SAT 7:00AM 01/07/12 - 02/11/12
	Total times aired at regularly scheduled time:	6
	Number of Preemptions	0
	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.	Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tonys new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. Its up to this young trio and their vast collection of Dream Creatures to thwart the evildoers plans and protect their world. Viewers experince the Magi as they navigate their way through environmental obstacles and confront the constant challenges and creatures that threaten the vitality of the 12 precious Moonlands of Magi-Nation. The target audience is 7-12 years old boys and girls across a broad spectrum of racial, ethnic and socio-economic categories. Educational objectives to provide viewers with increased knowledge of the world around us. To learn to assess situations, develop critical thinking, to act ethically right and to employ teamwork.
	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

Questions	Response
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
Date Time	

Non-Core Educational and Informational Programming (2 of 8)	Response
Program Title	Cubix: Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled:	SAT 7:00AM 02/18/12 - 03/31/12
Total times aired at regularly scheduled time:	7
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	6 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls.
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
Date Time	

Non-Core Educational and Informational Programming (3 of 8)	Response
Program Title	MAGI-NATION

Origination	Network
Days/Times Program Regularly Scheduled:	SAT 7:30AM 01/07/12 - 02/11/12
Total times aired at regularly scheduled time:	6
Number of Preemptions	0
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.	Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tonys new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. Its up to this young trio and their vast collection of Dream Creatures to thwart the evildoers plans and protect their world. Viewers experince the Magi as they navigate their way through environmental obstacles and confront the constant challenges and creatures that threaten the vitality of the 12 precious Moonlands of Magi-Nation. The target audience is 7-12 years old boys and girls across a broad spectrum of racial, ethnic and socio-economic categories. Educational objectives to provide viewers with increased knowledge of the world around us. To learn to assess situations, develop critical thinking, to act ethically right and to employ teamwork.
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

Questions	Response
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
Date Time	

Non-Core Educational and Informational Programming (4 of 8)	Response
Program Title	Cubix: Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled:	SAT 7:30AM 02/18/12 - 03/31/12
Total times aired at regularly scheduled time:	7
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	6 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls.
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
Date Time	

Non-Core Educational and Informational Programming (5 of 8)	Response
Program Title	M@D ABOUT...
Origination	Syndicated

Days/Times Program Regularly Scheduled:	SAT 7:30AM 01/01/12 - 03/25/12
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	M@d About is a weekly, half-hour sketch comedy/variety show aimed at educating and entertaining kids. Episodes use a creative mixture of humor, improv, animation, and viewer generated video. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye catching animation, music videos, humorous man on the street interviews, and viewer created questions about lifes issues. Targets teens 13-16
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
Date Time	

Non-Core Educational and Informational Programming (6 of 8)	Response
Program Title	PETS TV
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUN 8:30AM 01/01/12 - 03/25/12
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pets TV exposes kids to everything pets. Shows how pets relate to their lives and interests of the owners. Shares with viewer the orgins of how certain animals became pets in their geographic location. Motivate audience to pursue more information about pets. Offers message to kids about responsiblity, priorities, commitment and perserverance to pets. Targets teens 13 to 16
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
Date Time	

Non-Core Educational and Informational Programming (7 of 8)	Response
Program Title	ON THE SPOT
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUN 9:00AM 01/01/12 - 03/25/12
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
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
Date Time	

Program Title	MYSTERY HUNTERS
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUN 9:30AM 01/01/12 - 03/25/12
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mystery Hunters features hosts Araya and Christina investigate real life reports of mysteries such as ghosts, monsters, vampires and UFOs. They use scientific rigour to try to find plausible explanations for the sightings and eye-witness accounts that trigger their investigations. In another section of the show, Doubting Dave, a scientist played by David Acer, is featured in two segments; the first attempts to explain mysterious personal experiences that have been emailed in by viewers, in a feature called "V-Files", the second segment teaches viewers a way to create your own versions of the mysteries in the show in his "Mystery Lab" segment. The show aims to teach critical observation, analytical thinking and scientific testing to encourage children to question the world around them. Through travel and investigation of ancient mysteries; focusing on history, culture, geography and international customs. Target teens 13 to 16
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
Date Time	

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	Mark Demopoulos
Address	5555 N. 7th Ave
City	Phoenix
State	AZ
Zip	85013
Telephone Number	602-207-3302
Email Address	mdemopoulos@azfamily.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.	To clarify the channel number listed above, KASW operates on RF Channel 49. Channel 61 is its virtual channel, by which it is known to its viewers.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Cubix: Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7:00AM 04/07/12 - 06/30/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls.

Other Matters (2 of 6)	Response
Program Title	Cubix: Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7:30AM 04/07/12 - 06/30/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls.

Other Matters (3 of 6)	Response
Program Title	M@d About?
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8:00AM 04/01/12 - 06/24/12
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 is a weekly, half-hour sketch comedy/variety show aimed at educating and entertaining kids. Episodes use a creative mixture of humor, improv, animation, and viewer generated video. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye catching animation, music videos, humorous man on the street interviews, and viewer created questions about lifes issues. Targets teens 13 to 16

Other Matters (4 of 6)	Response
Program Title	Pets TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8:30AM 04/01/12 - 06/24/12
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 exposes kids to everything pets. Shows how pets relate to their lives and interests of the owners. Shares with viewer the orgins of how certain animals became pets in their geographic location. Motivate audience to pursue more information about pets. Offers message to kids about responsiblity, priorities, commitment and perserverance to pets. Targets teens 13 to 16

Other Matters (5 of 6)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 9:00AM 04/01/12 - 06/24/12
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

Other Matters (6 of 6)	Response
Program Title	Mystery Hunters
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 9:30AM 04/01/12 - 06/24/12
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.	Mystery Hunters features hosts Araya and Christina investigate real life reports of mysteries such as ghosts, monsters, vampires and UFOs. They use scientific rigour to try to find plausible explanations for the sightings and eye-witness accounts that trigger their investigations. In another section of the show, Doubting Dave, a scientist played by David Acer, is featured in two segments; the first attempts to explain mysterious personal experiences that have been emailed in by viewers, in a feature called "V-Files", the second segment teaches viewers a way to create your own versions of the mysteries in the show in his "Mystery Lab" segment. The show aims to teach critical observation, analytical thinking and scientific testing to encourage children to question the world around them. Through travel and investigation of ancient mysteries; focusing on history, culture, geography and international customs. Target teens 13 to 16

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**KASW, INC**

Attachments   No Attachments.