



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022774368** | File Number: **CPR-118478** | Submit Date: **04/04/2011** | Call Sign: **KGW** | Facility ID: **34874** | City:
PORTLAND | State: **OR**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/04/2011 | 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	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Portland OR
	Web Home Page Address	www.kgw.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(18)

Digital Core Program (1 of 18)	Response
Program Title	The Magic Schoolbus (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 0900
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	The Magic Schoolbus (Digital 8.1)
List date and time rescheduled	Jan. 1, 2011 0700
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Jan. 1, 2011
Reason for Preemption	Sports

Digital Core Program (2 of 18)		Response
Program Title		Babar (Digital 8.1)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays 0930
Total times aired at regularly scheduled time	12	
Total times aired	13	
Number of Preemptions	1	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	1	
Length of Program	30 mins	
Age of Target Child Audience	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, BABAR is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Questions	Response
Title of Program	Babar (Digital 8.1)
List date and time rescheduled	Sat. Jan. 1, 2011 0800
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Jan. 1, 2011
Reason for Preemption	Sports

Digital Core Program (3 of 18)	Response
Program Title	Willa's Wild Life (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1000
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLAS WILD LIFE is an animated series centered on a six year old girl and her menagerie of animals. Willa lives at home with her father and pets; an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience
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	Willa's Wild Life (Digital 8.1)
List date and time rescheduled	Sat. Feb. 12, 2011 0830
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Feb. 12, 2011
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life (Digital 8.1)
List date and time rescheduled	Sat. Jan. 1, 2011 0730
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Jan. 1, 2011
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wild Life (Digital 8.1)
List date and time rescheduled	Sat. Jan. 8, 2011 0830
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Jan. 8, 2011
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Willa's Wild Life (Digital 8.1)
List date and time rescheduled	Sat. Mar 5, 2011 0830
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Mar 5, 2011
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Willa's Wild Life (Digital 8.1)
List date and time rescheduled	Sat. Mar. 12, 2011 0830
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Mar. 12, 2011
Reason for Preemption	Sports

Digital Core Program (4 of 18)	Response
Program Title	PEARLIE (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1530
Total times aired at regularly scheduled time	11
Total times aired	12
Number of Preemptions	2

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE is an animated comedy series based on the childrens book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4 to 8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlies nemesis and cousin Saphira, often takes advantage of Pearlies good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
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	PEARLIE (Digital 8.1)
List date and time rescheduled	Sun. Jan. 9, 2011 1530
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Jan. 8, 2011
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	PEARLIE (Digital 8.1)
List date and time rescheduled	Wed. Mar. 2, 2011 1330
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Feb. 26, 2011
Reason for Preemption	Sports

Digital Core Program (5 of 18)	Response
Program Title	TURBO DOGS (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1600
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	TURBO DOGS (Digital 8.1)
List date and time rescheduled	Sun. Jan. 9, 2011 1600
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Jan. 8, 2011
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	TURBO DOGS (Digital 8.1)
List date and time rescheduled	Thur. Mar. 3, 2011 1330
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Feb. 26, 2011
Reason for Preemption	Sports

Digital Core Program (6 of 18)	Response
Program Title	SHELLDON (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1630
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1

Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	SHELLDON (Digital 8.1)
List date and time rescheduled	Sun. Jan. 9, 2011 1630
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat. Jan. 8, 2011
Reason for Preemption	Sports

Digital Core Program (7 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 1500
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 1530
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 18) Response	
Program Title	LAURA MCKENZIES TRAVELER (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 1600
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.	LAURA MCKENZIES TRAVELER is a program that educates and inspires with several educational components built into the fabric of the program that would qualify it as an effective and engaging teaching aid for use in the home, the classroom, and/or any other educational media venues. Educational topics include: geography, history, social context and environment, arts and entertainment, types of government, interviews with political leaders, current modes of transportation, indigenous foods and drink, culinary options, architecture, currency, national customs, national languages, trivia and travel tips.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (10 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 1500
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays 1530
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 1600
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 18)		Response
Program Title	PROFILES OF NATURE (Digital 8.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Mondays 0800	
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (15 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network

Days/Times Program Regularly Scheduled	Fridays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 0800
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.	<p>PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment</p>
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	Josy Ansley
Address	1501 SW Jefferson St.
City	Portland
State	OR
Zip	97201
Telephone Number	503-226-5150
Email Address	JAnsley@kgw.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.	A. PSA's: 1. THE MORE YOU KNOW: NBC continued its long running campaign, "The More You Know." The bulk of these 30 seconds messages are targeted specifically to children 16 and under. A variety of messages aired in this quarter covering energy balance, environment, amount counts, physical activity and nutrition. Spots aired in the QUBO Kids programs and selected prime time programs. In addition, NBC aired non-commercial The More You Know PSA bumpers (interstitials) in the QUBO kids programs. THE MORE YOU KNOW WEBSITE "The More You Know's" comprehensive website (TheMoreYouKnow.com) compliments the on-air public service announcements, while providing in-depth referral information for viewers. Content includes: video of all current public service announcements, a general campaign overview, press releases, kids pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. B. General audience programming that contributed to serving the educational and information needs of children: None aired this quarter. C. Non-broadcast efforts enhancing the value of children's programming. (It was necessary to reschedule certain core children's programs this quarter due to live network sports. Advance notice was given to viewers over the air and through our regular local listings information.)

Other Matters (18)

Other Matters (1 of 18)	Response
Program Title	The Magic School Bus (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 0900
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.

Other Matters (2 of 18)	Response
Program Title	Babar (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 0930
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, BABAR is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
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Other Matters (3 of 18)	Response
Program Title	Willa's Wild Life (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1000
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLAS WILD LIFE is an animated series centered on a six year old girl and her menagerie of animals. Willa lives at home with her father and pets; an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience

Other Matters (4 of 18)	Response
Program Title	PEARLIE (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1530
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE is an animated comedy series based on the childrens book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4 to 8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlies nemesis and cousin Saphira, often takes advantage of Pearlies good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

Other Matters (5 of 18)	Response
Program Title	Turbo Dogs (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1600
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Other Matters (6 of 18)	Response
Program Title	Shelldon (Digital 8.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 1630

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Other Matters (7 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 1500
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.

Other Matters (8 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 1530

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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.

Other Matters (9 of 18)	Response
Program Title	Laura McKenzies Traveler (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 1600
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.	LAURA MCKENZIES TRAVELER is a program that educates and inspires with several educational components built into the fabric of the program that would qualify it as an effective and engaging teaching aid for use in the home, the classroom, and/or any other educational media venues. Educational topics include: geography, history, social context and environment, arts and entertainment, types of government, interviews with political leaders, current modes of transportation, indigenous foods and drink, culinary options, architecture, currency, national customs, national languages, trivia and travel tips.

Other Matters (10 of 18)	Response
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 1500
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Other Matters (11 of 18)	
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 1530
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
Other Matters (12 of 18)	
Program Title	JACK HANNAS ANIMAL ADVENTURES (Digital 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 1600
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.	JACK HANNAS ANIMAL ADVENTURES. VT Entertainment, the producer and owner of Jack Hannas Animal Adventures, designs the programs to educate and inform children 13 to 16 years of age. In order for parents, children and listing services to clearly identify the programs as ones that fulfill the FCC description of a program that meets kids educational television needs, the beginning of each program includes a 15 second video billboard with the recommended rating TV-G and the E/I rating is displayed throughout the entire program.
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Other Matters (13 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Mondays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment

Other Matters (14 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
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Other Matters (15 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment

Other Matters (16 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
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Other Matters (17 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment

Other Matters (18 of 18)	Response
Program Title	PROFILES OF NATURE (Digital 8.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 0800
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.	PROFILES OF NATURE: Its a nature series that takes a fascinating look at animal behavior in the wild. It has an extraordinary panorama of stories, highlighting wildlife such as black bears, moose, coyotes, turtles, cougars, etc. These compelling tales unfold in beautiful landscapes around the world. This program is educational and intended to inform children 13-16 years of age and under. It airs at 8am Mondays through Saturday, 30 minutes in length. The series is an award winning wildlife program of up-close looks at where civilization and wilderness meet, revealing both the best and worst of the laws of nature and teaching children about animals and the environment
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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>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</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>King Broadcasting Company</p>

Attachments

No Attachments.