



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0000013342** | File Number: **CPR-156851** | Submit Date: **07/08/2014** | Call Sign: **KPLR-TV** | Facility ID: **35417** |

City: **ST. LOUIS** | State: **MO**

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

07/08/2014 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2014**

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 |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | The CW |
| | Nielsen DMA | St.Louis |
| | Web Home Page Address | www.kplr11.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(8)

| Digital Core Program (1 of 8) | Response |
|---|---|
| Program Title | (26.1) Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:00AM & 7:30a.m. April 5 - June 28, 2014 |
| Total times aired at regularly scheduled time | 26 |
| 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 | 6 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man-made disasters. Social and emotional character stories are embedded in the stories using action and humor to convey messages to keep an open mind, ask for help, face your fears, persistence pays off, be prepared, and emphasizes procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 8) | Response |
|---|---|
| Program Title | (26.1) Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 8:00 a.m. April 6 - June 29, 2014 |
| 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. | Eco Company provides CORE programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team learns about global warming, alternative energies, recycling, etc. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally, the show provides weekly practical tips that teens and people of all ages can use in their daily lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 8) | Response |
|--|---|
| Program Title | (26.1) On The Spot |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 8:30 a.m. April 6 - June 29, 2014 |
| 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. | On The Spot uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, "On The Spot" explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. The show challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 8) | | Response |
|--|--|--|
| Program Title | | (26.1) Young Icons |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Sundays @ 9:00 a.m. April 6 - June 29, 2014 |
| 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. | | The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished "teens" that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment and perseverance children can apply to their lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (5 of 8) | | Response |
|-------------------------------|--|------------------------------------|
| Program Title | | (26.1) Family Style with Chef Jeff |

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|--|--|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 9:30 a.m. April 6 - June 29, 2014 |
| 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. | Family Style with Chef Jeff is an educational and informative half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. FAMIL STYLE uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well-informed choices about their eating habits, nutrition, and health. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 8) | | Response |
|---|---|----------|
| Program Title | (26.2) Animal Atlas | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Sundays @ 9:00 a.m. & 9:30 a.m. April 6 - June 29, 2014 | |

| | |
|--|--|
| Total times aired at regularly scheduled time | 26 |
| 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. | ANIMAL ATLAS is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The thread that links the clips together is the connection between the differing members of the animal kingdom - including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (7 of 8) | Response |
|--|---|
| Program Title | (26.2) Zoo Clues |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays @ 10:00 a.m. & 10:30 a.m. April 6 - June 29, 2014 |

| | |
|--|--|
| Total times aired at regularly scheduled time | 26 |
| 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 series ZOO CLUES will keep 13 - 16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, ZOO CLUES will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of ZOO CLUES links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (8 of 8) Response | |
|---|---|
| Program Title | (26.2) On The Spot |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 11:00 a.m. & 11:30 a.m. April 6 - June 29, 2014 |
| Total times aired at regularly scheduled time | 26 |

| | |
|--|---|
| 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. | 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. It tapes into fact retrieval in the curriculum, expands the information beyond fact retrieval, and most importantly, it addresses what educators call non-cognitive factors for student success. These factors include self-esteem and frames in which students see learning occurring. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | No |

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 | Elaine J. Claspill |
| Address | 2250 Ball Drive |
| City | St. Louis |
| State | MO |
| Zip | 63146 |
| Telephone Number | 314-213-7460 |
| Email Address | elaine.claspill@tvstl.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. | Please note that answers to Sections 2, 3, and 4 were left blank, as the station broadcasts in digital only, as required by the rules and regulations of the FCC. The correct response to Section 7(b) is NO inasmuch as the station has ceased analog operation; however, a YES response is required in order to enable the submission of the filing. |

Other Matters (11)

| Other Matters (1 of 11) | Response |
|---|---|
| Program Title | (26.1) Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:00 a.m. & 7:30 a.m. July 5 - September 27, 2014 |
| Total times aired at regularly scheduled time | 26 |
| 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. | Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man-made disasters. Social and emotional character stories are embedded in the stories using action and humor to convey messages to keep an open mind, ask for help, face your fears, persistence pays off, be prepared, and emphasizes procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |

| Other Matters (2 of 11) | Response |
|---|--|
| Program Title | (26.1) Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 8:00 a.m. July 6 - September 7, 2014 |
| Total times aired at regularly scheduled time | 10 |
| 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. | Eco Company provides CORE programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team learns about global warming, alternative energies, recycling, etc. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally, the show provides weekly practical tips that teens and people of all ages can use in their daily lives. |

| Other Matters (3 of 11) | Response |
|-------------------------|--------------------|
| Program Title | (26.1) On the Spot |
| Origination | Syndicated |

| | |
|---|---|
| Days/Times Program Regularly Scheduled | Sundays @ 8:30 a.m. July 6 - September 7, 2014; Sundays @ 8:00 a.m. September 14 - 28, 2014 |
| 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 uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, "On The Spot" explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. The show challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer. |
| Other Matters (4 of 11) Response | |
| Program Title | (26.1) Young Icons |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 9:00 a.m. July 6 - September 7, 2014 |
| Total times aired at regularly scheduled time | 10 |
| 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 Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished "teens" that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment and perseverance children can apply to their lives. |
| Other Matters (5 of 11) Response | |
| Program Title | (26.1) Family Style with Chef Jeff |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays @ 9:30 a.m. July 6 - September 7, 2014 |
| Total times aired at regularly scheduled time | 10 |
| 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. | Family Style with Chef Jeff is an educational and informative half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. FAMIL STYLE uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well-informed choices about their eating habits, nutrition, and health. |
| Other Matters (6 of 11) | |
| Program Title | (26.2) Animal Atlas |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays @ 9:00 a.m. & 9:30 a.m. July 6 - September 28, 2014 |
| Total times aired at regularly scheduled time | 26 |
| 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. | ANIMAL ATLAS is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The thread that links the clips together is the connection between the differing members of the animal kingdom - including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value. |
| Other Matters (7 of 11) | |
| Program Title | (26.2) Zoo Clues |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays @ 10:00 a.m. & 10:30 a.m. July 6 - September 28, 2014 |

| | |
|--|--|
| Total times aired at regularly scheduled time | 26 |
| 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 series ZOO CLUES will keep 13 - 16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, ZOO CLUES will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of ZOO CLUES links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. |

| Other Matters (8 of 11) | Response |
|--|---|
| Program Title | (26.2) On The Spot |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays @ 11:00 a.m. & 11:30 a.m. July 6 - September 28, 2014 |
| Total times aired at regularly scheduled time | 26 |
| 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. It tapes into fact retrieval in the curriculum, expands the information beyond fact retrieval, and most importantly, it addresses what educators call non-cognitive factors for student success. These factors include self-esteem and frames in which students see learning occurring. |

| Other Matters (9 of 11) | Response |
|---|---|
| Program Title | (26.1) Awesome Adventures |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 8:30 a.m. September 14 - 28, 2014 |
| Total times aired at regularly scheduled time | 3 |

| | |
|--|---|
| 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. | Awesome Adventures is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make the learning fun. |

| Other Matters (10 of 11) | Response |
|--|--|
| Program Title | (26.1) Coolest Places On Earth |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 9:00 a.m. September 14 - 28, 2014 |
| Total times aired at regularly scheduled time | 3 |
| 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 COOLEST PLACES ON EARTH is an educational and informative half-hour, E/I program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them. |

| Other Matters (11 of 11) | Response |
|--|---|
| Program Title | (26.1) State to State |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays @ 9:30 a.m. September 14 - 28, 2014 |
| Total times aired at regularly scheduled time | 3 |
| 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. | "State to State" features great cities, monuments, natural wonders and unusual destinations while defining cultural qualities and historical information on the 50 states. The series will provide viewers 13 - 16 years of age with core curriculum information on history, culture and geography while - entertaining at the same time. |

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>KPLR, Inc.</p> |

Attachments

No Attachments.