



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-121432** | Submit Date: **07/06/2011** | Call Sign: **KMCI-TV** | Facility ID: **42636** |

City: **LAWRENCE** | State: **KS**

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

07/06/2011 | Filing Status: **Active**

Report reflects information for : **Second 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
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Kansas City
	Web Home Page Address	www.kmci.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	4.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	Marty Stouffer's Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 7:00am
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.	This series helps familiarize children with the animals of the North American continent. The main emphasis is on protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species.
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	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is designed to educate, inform, inspire and entertain teens about the world around them. Each episode is an educational life-lesson, based on reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. It chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Then various experts will explain what the proper reaction should be when faced with these situations in an effort to help young people make the right decision at the right moment.
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	Pets TV B
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 8:00am
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 program showcases pets from everyday to the unique with educational information that shares how they evolved to become pets and their geographic origins. 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 (4 of 8)	Response
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Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 8:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decisions-making in a fun and entertaining way. Each episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporated comic monologues, sketch and improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer-created questions about life's issues.
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		SWAP TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		SA 9:00am
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.	This program is about two teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life.
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	Pets TV A
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 9:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program showcases pets from everyday to the unique with educational information that shares how they evolved to become pets and their geographic origins. 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 (7 of 8)	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 11:00am
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 program is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. The program consists three profiles of young achievers introduced by 3 celebrities in their particular sport or talent.
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	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 11:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program introduces the next generation of sports superstars. It profiles the top rookie, college and high school talent in sports, providing an in-depth look at the hard work and dedication it takes to achieve their goals. It travels across the country giving viewers an inside look at the challenges met and lessons learned by these young sports kids. It also features a look back at current sports stars...their experiences, advice and personal impressions of the road to stardom.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	B In Tune TV
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SU 10:30am
Total times aired at regularly scheduled time:	7
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.	This program brings the fun and excitement of the popular In Tune Monthly magazine to television in an educational and entertaining, half-hour format geared for teen audiences, featuring today's hottest musicians as well as young up-and-comers in exclusive performances, interviews, behind-the-scenes photo shoots, recording sessions, and much more. The program provides teen audiences with insight into all aspects of the music industry; songwriting, publishing, management, producing, recording studios, manufacturing, publicity, touring, merchandising and more.
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 (2 of 2)	Response
Program Title	Missing
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SSU 10:30am
Total times aired at regularly scheduled time:	6

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.	Missing is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series which is appropriate for family viewing and children ages 13 - 16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer-to-peer advice on safety in public places and in cyber space, including real world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness, presented in a calm an non-threatening manner suited for teenagers.
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	

**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	Michele Wilinski
Address	4720 Oak Street
City	Kansas City
State	MO
Zip	64112
Telephone Number	(816) 932-4121
Email Address	wilinski@nbcactionnews.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (9)

Other Matters (1 of 9)	Response
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Origination	Syndicated
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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>Scripps Media, Inc.</p>

Attachments

No Attachments.