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# Children's Television Programming Report

FRN: **0001587583** | File Number: **CPR-120158** | Submit Date: **04/11/2011** | Call Sign: **KSBW** | Facility ID: **19653** | City:  
**SALINAS** | State: **CA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/11/2011** | 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
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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	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Monterey-Salinas
	Web Home Page Address	www.ksbw.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:	4.0
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(15)

Digital Core Program (1 of 15)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00 - 9:30 A.M.
Total times aired at regularly scheduled time	12
Total times aired	12
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.	"Turbo Dogs" features the hilarious antics of a wacky dog-filled community who are wild about racing. Dash, Mags, GT, Strut, Stinkbert and Clutch make up the fastest group of dogs in Racerville, and they will take kids on an accelerated adventure filled with comedic high jinks and fast racing action. The story lines are non-stop fun, while at the same time they emphasize friendship, fair play, teamwork and will offer valuable rules of the road. Main digital channel.
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	Turbo Dogs
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-01-01
Episode #	
Reason for Preemption	Sports

Digital Core Program (2 of 15)	Response
Program Title	Shelldon

Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30 - 10:00 A.M.
Total times aired at regularly scheduled time	12
Total times aired	12
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.	"Shelldon" is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place. The series of kids, ages 4-8 focuses on environmental themes. Main digital channel.
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
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/1/2011
Reason for Preemption	Sports

Digital Core Program (3 of 15)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00 - 10:30 A.M.

Total times aired at regularly scheduled time	8
Total times aired	11
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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 is 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. Main digital channel.
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	The Magic School Bus
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 2/12/2011

Reason for Preemption	Sports
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## Digital Preemption Programs #2

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	Sunday 1/9/2011 @ 4 p.m.
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/8/2011
Reason for Preemption	Sports

## Digital Preemption Programs #3

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/1/2011
Reason for Preemption	Sports

## Digital Preemption Programs #4

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	Sat. 3/12/2011 @ 4 p.m.
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 #	Saturday 3/12/2011
Reason for Preemption	Sports

## Digital Preemption Programs #5

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	Sat. 3/5/2011 @ 4 p.m.
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 #	Saturday 3/5/2011
Reason for Preemption	Sports

Digital Core Program (4 of 15)		Response
Program Title	Babar	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday, 10:30 - 11:00 A.M.	
Total times aired at regularly scheduled time	8	
Total times aired	11	
Number of Preemptions	5	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	3	
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 as he journeys through life. Each episode of the show communicates social-emotional messages that draw upon the bond of family and combine traditional values with a modern lifestyle. Main digital channel.	
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	Babar
List date and time rescheduled	Sun. 1/2/2011 @ 4:30 p.m.
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/1/2011
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Babar
List date and time rescheduled	N/A

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/8/2011
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Babar
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 2/12/2011
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Babar
List date and time rescheduled	Sat. 3/5/2011 @ 4:30 p.m.
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 #	Saturday 3/5/2011
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Babar
List date and time rescheduled	Sat. 3/12/2011 @ 4:30 p.m.
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 #	Saturday 3/12/2011
Reason for Preemption	Sports

Digital Core Program (5 of 15)		Response
Program Title		Teen Kids

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 11:00 - 11:30 A.M.
Total times aired at regularly scheduled time	5
Total times aired	11
Number of Preemptions	8
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
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.	"Teen Kids News" is a dynamic television news program for teens by teens. The half-hour weekly program provides information and news to students in a way that's educational as well as entertaining. The focus of the program is young people, so all the stories are in their words. This program inserts the clear informed voice of students into the adult-dominated media and provides a unique perspective that is not currently available on network news programs. Weekly Reader provides educational content and works with teachers nationwide to download scripts to teach public speaking, reading, and writing skills. Geared toward teens ages 13 to 16. Main digital channel.
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	Teen Kids
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 2/12/2011

Reason for Preemption	Sports
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## Digital Preemption Programs #2

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	Sun. 3/13/2011 9:00 a.m.
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 #	Saturday 3/12/2011
Reason for Preemption	Sports

## Digital Preemption Programs #3

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	Sun. 1/2/2011 @ 9:00 a.m.
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 #	Saturday 1/1/2011
Reason for Preemption	Sports

## Digital Preemption Programs #4

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	Sun. 2/27/2011 9:00 a.m.
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 #	Saturday 2/26/2011
Reason for Preemption	Sports

## Digital Preemption Programs #5

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	Sun. 3/6/2011 9:00 a.m.
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 #	Saturday 3/5/2011
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	Sun. 1/30/2011 9:00 a.m.
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 #	Saturday 1/29/2011
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 2/19/2011
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	Teen Kids
List date and time rescheduled	Sun. 1/9/2011 9:00 a.m.
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 #	Saturday 1/8/2011
Reason for Preemption	Sports

Digital Core Program (6 of 15)		Response
Program Title	Eco Company	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Saturday, 3:00 - 3:30 P.M.
Total times aired at regularly scheduled time	11
Total times aired	11
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now, there's "Eco Company," a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. "Eco Company" will explore all aspects of being green and understanding how we impact our world. The Eco team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. In addition, through the dynamic and interactive eco-company. tv website, teens from throughout the country will be able to submit their own ideas and videos on how to live Green! Main Digital Channel.
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	Eco Company
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No

Date Preempted	
Episode #	Saturday 2/26/2011
Reason for Preemption	Sports

## Digital Preemption Programs #2

Questions	Response
Title of Program	Eco Company
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/8/2011
Reason for Preemption	Sports

Digital Core Program (7 of 15)	Response
Program Title	Willa's Wildlife
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4:00 - 4:30 P.M.
Total times aired at regularly scheduled time	9
Total times aired	11
Number of Preemptions	4
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.	What kid hasn't brought home a stray dog, baby bird or a firefly in a jar? Willa, that's who. So far, this 9-year-old critter collector has adopted a giraffe, a couple of elephants, an alligator and so many other exotic animals, there's barely room in Willa's room for Willa! Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who like a young Lucy in "I Love Lucy," finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father and her entire extended family of personality-rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. Main digital channel.
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 Wildlife
List date and time rescheduled	Sun. 3/6/2011 @ 4:00 p.m.
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 #	Saturday 3/5/2011
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wildlife
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/8/2011
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wildlife
List date and time rescheduled	Sun. 3/13/2011 @ 4:00 p.m.
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 #	Saturday 3/12/2011
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Willa's Wildlife
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 2/26/2011
Reason for Preemption	Sports

Digital Core Program (8 of 15)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4:30 - 5:00 P.M.
Total times aired at regularly scheduled time	10
Total times aired	12
Number of Preemptions	3
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 children's 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 4-8 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 Headquarters (HQ) 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. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's 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. Main digital channel.
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
List date and time rescheduled	Sun. 3/6/2011 @ 4:30 p.m.
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 #	Saturday 3/5/2011
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Saturday 1/8/2011
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	Sun. 3/13/2011 @ 4:30 p.m.

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 #	Saturday 3/12/2011
Reason for Preemption	Sports

Digital Core Program (9 of 15)		Response
Program Title		Animal Exploration with Jarod Miller
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday, 10:00 - 10:30 A.M. (through Jan. 29, 2011)
Total times aired at regularly scheduled time		5
Total times aired		5
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Have you ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheethas to chimpanzees, from snakes to snails, from baboons to bears, "Animal Exploration with Jarod Miller," brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, "Animal Exploration.." entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Digital Multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (10 of 15)		Response
Program Title		Teen Kids News
Origination		Syndicated

Days/Times Program Regularly Scheduled	Saturday, 10:30 - 11:00 A.M. (through Jan. 29, 2011)
Total times aired at regularly scheduled time	5
Total times aired	5
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Teen Kids News" is a dynamic television news program for teens by teens. The half-hour weekly program provides information and news to students in a way that's educational as well as entertaining. The focus of the program is young people, so all the stories are in their words. This program inserts the clear informed voice of students into the adult-dominated media and provides a unique perspective that is not currently available on network news programs. Weekly Reader provides educational content and works with teachers nationwide to download scripts to teach public speaking, reading, and writing skills. Geared toward teens ages 13 to 16. Digital Multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)		Response
Program Title		Animal Exploration with Jarod Miller (through Jan. 29, 2011)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday, 11:00 - 11:30 P.M.
Total times aired at regularly scheduled time		5
Total times aired		5

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Have you ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheethas to chimpanzees, from snakes to snails, from baboons to bears, "Animal Exploration with Jarod Miller," brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, "Animal Exploration.." entertains, informs and inspiries viewers as Jarod interacts with creatures in unexpected ways. Digital Multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 15)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 11:30 - 12:00 P.M. (through Jan. 29, 2011)
Total times aired at regularly scheduled time	5
Total times aired	5
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Teen Kids News" is a dynamic television news program for teens by teens. The half-hour weekly program provides information and news to students in a way that's educational as well as entertaining. The focus of the program is young people, so all the stories are in their words. This program inserts the clear informed voice of students into the adult-dominated media and provides a unique perspective that is not currently available on network news programs. Weekly Reader provides educational content and works with teachers nationwide to download scripts to teach public speaking, reading, and writing skills. Geared toward teens ages 13 to 16. Digital Multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (13 of 15)</b>	<b>Response</b>
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:00 - 12:30 P.M. (through Jan. 29, 2011)
Total times aired at regularly scheduled time	5
Total times aired	5
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now, there's "Eco Company," a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. "Eco Company" will explore all aspects of being green and understanding how we impact our world. The Eco team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens and people of all ages can use in their daily lives. In addition, through the dynamic and interactive eco-company. tv website, teens from throughout the country will be able to submit their own ideas and videos on how to live Green! Digital Multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (14 of 15)</b>	<b>Response</b>
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:30 - 1:00 P.M. (through Jan. 29, 2011)
Total times aired at regularly scheduled time	5
Total times aired	5
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now, there's "Eco Company," a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. "Eco Company" will explore all aspects of being green and understanding how we impact our world. The Eco team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. In addition, through the dynamic and interactive eco-company. tv website, teens from throughout the country will be able to submit their own ideas and videos on how to live Green! Digital Multicast channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 15)	Response
Program Title	Animal Exploration with Jarod Miller (through Jan. 29, 2011)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1:00 - 1:30 P.M.
Total times aired at regularly scheduled time	5
Total times aired	5
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Have you ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheethas to chimpanzees, from snakes to snails, from baboons to bears, "Animal Exploration with Jarod Miller," brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, "Animal Exploration.." entertains, informs and inspiries viewers as Jarod interacts with creatures in unexpected ways. Digital Multicast channel.



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 (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Animal Explorations with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday, 11:30-12:00 P.M.
Total times aired at regularly scheduled time:	3
Number of Preemptions	10
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.	Have you ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheethas to chimpanzees, from snakes to snails, from baboons to bears, "Animal Exploration with Jarod Miller," brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, "Animal Exploration.." entertains, informs and inspiries viewers as Jarod interacts with creatures in unexpected ways. Main Digital channel.
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	Sun. 2/27/2011 @ 9:30 a.m.
Date Time	Sun. 1/2/2011 @ 9:30 a.m.
Date Time	Sun. 1/9/2011 @ 9:30 a.m.
Date Time	Sun. 3/27/2011 @ 9:30 a.m.

**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	Theresa Wright
Address	238 John Street
City	Salinas
State	CA
Zip	93901
Telephone Number	831 758-7720
Email Address	twright@hearst.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	KSBW's digital multicast channel will become the ABC affiliate station in April 2011. In order to prepare for that transition, all KSBW programming broadcasting on this channel ended on 1-29-2011 in order to install equipment and convert the channel to the new "Central Coast ABC" station. The programs that air on our main digital channel and the digital multicast channel are seperate episodes that comply in accordance with the FCC's 7-day repeat restrictions.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00 - 9:30 AM
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" features the hilarious antics of a wacky dog-filled community who are wild about racing. Dash, Mags, GT, Strut, Stinkbert and Clutch make up the fastest group of dogs in Racerville, and they will take kids on an accelerated adventure filled with comedic high jinks and fast racing action. The story lines are non-stop fun, while at the same time, they emphasize friendship, fair play, teamwork and will offer valuable rules of the road. Main digital channel.

Other Matters (2 of 13)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30 - 10:00 AM
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 a light-hearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place. The series of kids ages 4-8 focuses on environmental themes. Main digital channel.

Other Matters (3 of 13)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00 - 10:30 AM
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 is 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. Main digital channel.

Other Matters (4 of 13)	Response
Program Title	Barbar
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30 - 11:00 A.M.
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 as he journeys through life. Each episode of the show communicates social-emotional messages that draw upon the bond of family and combine traditional values with a modern lifestyle. Main digital channel.

Other Matters (5 of 13)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 3:30 - 4:00 PM
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.	What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now, there's "Eco Company," a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. "Eco Company" will explore all aspects of being green and understanding how we impact our world. The Eco team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. In addition, through the dynamic and interactive eco-company. tv website, teens from throughout the country will be able to submit their own ideas and videos on how to live Green! Main digital channel.

Other Matters (6 of 13)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4:00 - 4:30 PM
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.	What kid hasn't brought home a stray dog, baby bird or a firefly in a jar? Willa, that's who. So far, this 9-year-old critter collector has adopted a giraffe, a couple of elephants, an alligator and so many other exotic animals, there's barely room in Willa's room for Willa! Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who like a young Lucy in "I Love Lucy," finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality-rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. Main digital channel.

Other Matters (7 of 13)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4:30 - 5:00 PM

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 children's 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 4-8 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 Headquarters (HQ) 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. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's 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. Main digital channel.
<b>Other Matters (8 of 13)</b>	
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00 - 10:30 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Emporor's New School", is about Kuzco, a youth who is heir to the throne of a mythical Andean country, who must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust. Digital Multicast channel.



Other Matters (9 of 13)	
Response	
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30 - 11:00 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Replacements" is about Riley and Todd, siblings who were raised in an orphanage after the death of their parents who long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with usehold/family rules, taking responsibility, fairness, building self-esteem, and trust. Digital Multicast channel.

Other Matters (10 of 13)	
Response	
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:00 - 11:30 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"That's So Raven" is about Raven Baxter, who has inherited her grandmother's gift of clairvoyance, and is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. Ditigal Multicast channel.

Other Matters (11 of 13)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:30 - 12:00 P.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"That's So Raven," is about Raven Baxter, who has inherited her grandmother's gift of clairvoyance, and is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating. Digital Multicast channel.
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Other Matters (12 of 13)	Response
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Program Title	Hannah Montana
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4:00 - 4:30 P.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Miley Stewart recently moved from Tennessee to Malibu, CA and leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. Digital Multicast channel.

Other Matters (13 of 13)	Response
Program Title	The Suite Life of Zack & Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 4:30 - 5:00 P.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	11 years to 13 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Suite Life of Zack and Cody" deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure. Digital Multicast channel.
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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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>Hearst Stations Inc.</b></p>

**Attachments**

No Attachments.