



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030884464** | File Number: **CPR-156013** | Submit Date: **07/07/2014** | Call Sign: **KPOB-TV** | Facility ID: **73998** |

City: **POPLAR BLUFF** | State: **MO**

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

**07/07/2014** | 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    | ABC                            |
|              | Nielsen DMA           | Paducah-Cp Gird-Harris-MT Vrn. |
|              | Web Home Page Address | www.wsiltv.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  | 0.0      |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:  | 0.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes      |

Digital Core  
Programs(0)

Non-Core Educational and Informational Programming (6)

| Non-Core Educational and Informational Programming (1 of 6)  |  | Response |
|--|--|----------|
| Program Title  | Jack Hanna's Wild Countdown  |          |
| Origination  | Syndicated   |          |
| Days/Times Program Regularly Scheduled:  | Saturdays/8-8:30 AM CT   |          |
| Total times aired at regularly scheduled time:   | 13   |          |
| Number of Preemptions  | 0  |          |
| Length of Program  | 30 mins  |          |
| Age of Target Child Audience   | 13 years to 16 years   |          |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.   | Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'....Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown. |          |
| 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 6)  | Response   |
|--|--|
| Program Title  | Ocean Mysteries with Jeff Corwin   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled:  | Saturdays/8:30-9 AM CT   |
| Total times aired at regularly scheduled time:   | 13   |
| Number of Preemptions  | 0  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.   | The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond -by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans. |
| Does the program have educating and informing children ages 16 and under as a significant purpose?   | Yes  |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?  | Yes  |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes  |

**Date and Time Aired:**

| Questions | Response |
|-----------|----------|
| Date Time |          |

| Non-Core Educational and Informational Programming (3 of 6) | Response               |
|---|------------------------|
| Program Title   | Born to Explore        |
| Origination   | Syndicated             |
| Days/Times Program Regularly Scheduled:                     | Saturdays/9-9:30 AM CT |

|   |  |
|---|--|
| Total times aired at regularly scheduled time:  | 13   |
| Number of Preemptions   | 0  |
| Length of Program   | 30 mins  |
| Age of Target Child Audience  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.  | Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes. |
| 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  |  |                         |
| <div> <div> <div>Non-Core Educational and Informational Programming (4 of 6)</div> <div>Response</div> </div> </div> |  |                         |
| Program Title  |  | Sea Rescue              |
| Origination  |  | Syndicated              |
| Days/Times Program Regularly Scheduled:  |  | Saturdays/9:30-10 AM CT |
| Total times aired at regularly scheduled time:   |  | 13                      |



|   |   |
|---|---|
| Number of Preemptions   | 0   |
| Length of Program   | 30 mins   |
| Age of Target Child Audience  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.  | The half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances - release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real-life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet. |
| Does the program have educating and informing children ages 16 and under as a significant purpose?  | Yes   |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?  | Yes   |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C. F.R. Section 73.673? | Yes   |

Date and Time Aired:

| Questions   | Response                 |
|---|--------------------------|
| Date Time   |                          |
|   |                          |
| Non-Core Educational and Informational Programming (5 of 6) | Response                 |
| Program Title   | The Wildlife Docs        |
| Origination   | Syndicated               |
| Days/Times Program Regularly Scheduled:                     | Saturdays/10-10:30 AM CT |
| Total times aired at regularly scheduled time:              | 13                       |
| Number of Preemptions                                       | 0                        |
| Length of Program   | 30 mins                  |
| Age of Target Child Audience                                | 13 years to 16 years     |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.   | The half-hour weekly series, The Wildlife Docs, produced for ages 13-16 follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care. |
| Does the program have educating and informing children ages 16 and under as a significant purpose?   | Yes  |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?  | Yes  |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes  |

**Date and Time Aired:**

| Questions | Response |
|-----------|----------|
| Date Time |          |

| Non-Core Educational and Informational Programming (6 of 6) | Response                 |
|---|--------------------------|
| Program Title   | Expedition Wild          |
| Origination   | Syndicated               |
| Days/Times<br>Program Regularly Scheduled:                  | Saturdays/10:30-11 AM CT |
| Total times aired at regularly scheduled time:              | 13                       |
| Number of Preemptions                                       | 2                        |
| 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.   | Produced for ages 13-16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places - revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears - bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home. |
| 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 | 6/29/14 10:00 AM CT |
| Date Time | 6/15/14 10:00 AM CT |

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  | Steve Wheeler              |
| Address   | 1416 Country<br>Aire Drive |
| City  | Carterville                |
| State   | IL                         |
| Zip   | 62918                      |
| Telephone Number  | (618) 985-2333             |
| Email Address   | swheeler@wsiltv.<br>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 (6)

| Other Matters (1 of 6)   | Response  |
|--|---|
| Program Title  | Jack Hanna's Wild Countdown   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturdays/8-8:30 AM CT  |
| 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. | Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown. |

| Other Matters (2 of 6)                        | Response                         |
|---|----------------------------------|
| Program Title                                 | Ocean Mysteries with Jeff Corwin |
| Origination                                   | Syndicated                       |
| Days/Times Program Regularly Scheduled        | Saturdays/8:30-9 AM CT           |
| 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. | The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond -by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans. |
|--|--|

| Other Matters<br>(3 of 6)  | Response   |
|--|--|
| Program Title  | Born to Explore  |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays/9-9:30 AM CT   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child<br>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. | Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes. |

| Other Matters<br>(4 of 6)                                 | Response                |
|---|-------------------------|
| Program Title   | Sea Rescue              |
| Origination   | Syndicated              |
| Days/Times<br>Program<br>Regularly<br>Scheduled           | Saturdays/9:30-10 AM CT |
| Total times<br>aired at<br>regularly<br>scheduled<br>time | 13                      |
| Length of<br>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 half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances - release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real-life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet. |

| Other Matters (5 of 6)   | Response   |
|--|--|
| Program Title  | The Wildlife Docs  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturdays/10-10:30 AM CT   |
| 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. | The half-hour weekly series, The Wildlife Docs, produced for ages 13-16 follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care. |

| Other Matters (6 of 6)                        | Response                 |
|---|--------------------------|
| Program Title                                 | Expedition Wild          |
| Origination                                   | Syndicated               |
| Days/Times Program Regularly Scheduled        | Saturdays/10:30-11 AM CT |
| 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. | Produced for ages 13-16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places - revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears - bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home. |

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>WSIL<br/>TV Inc</b></p> |

**Attachments**

No Attachments.