



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0006281562** | File Number: **CPR-123453** | Submit Date: **10/03/2011** | Call Sign: **KEVU-CD** | Facility ID: **8241**  
City: **EUGENE** | State: **OR**  
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/03/2011**  
Filing Status: **Active**

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## Report reflects information for : Third 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	MYTV
	Nielsen DMA	Eugene
	Web Home Page Address	www.OregonsFox.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)**

<b>Digital Core Program (1 of 8)</b>	<b>Response</b>
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays & Thursdays 7am (7/04-9/26/11)
Total times aired at regularly scheduled time	24
Total times aired	12
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	3 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Following in the great, classical tradition of National Geographic, "Animal Atlas" is a light, fun-filled educational program designed to entertain kids and adults of all ages. The show takes viewers on an up close and personal journey into the wild and whacky behavior of animals, observing species of all kinds in the wild and nature preserves all over the world. The program was regularly scheduled between the hours of 7am and 10pm. The program is 30 minutes in length and was identified as an educational and informational show, targeted to 3-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 8)</b>	<b>Response</b>
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7am (7/05-9/06/11)

Total times aired at regularly scheduled time	10
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	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Mustard Pancakes" is a series that addresses emotional and practical issues that preschoolers face as they grow up and teaches them how to deal with these issues (partly by relying on friends). The series sends the positive message that while growing up can be challenging, it's also lots of fun, and the musical and storytelling components provide a comforting element. The program was regularly scheduled to air between the hours of 7am and 10pm. The program is 30 minutes in length and was identified as an educational and informational show, targeted to 3-8 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 8)</b>		<b>Response</b>
Program Title		Animal Rescue
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tuesdays 7am (9/13-9/27/11)
Total times aired at regularly scheduled time		3
Total times aired		
Number of Preemptions		0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Animal Rescue" serves the educational and informational needs of children 13-16 years of age with its program content, including safety tips and real-life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals. The program was regularly scheduled between the hours of 7am and 10pm. The program is 30 minutes in length and was identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 8)</b>	
	<b>Response</b>
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7am (7/06-9/28/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Young Icons" is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished teens that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. The program provides a motivational and inspirational message that empowers audiences of all ages that hard work, dedication and looking beyond ourselves will pay off for everyone. The program was regularly scheduled between the hours of 7am and 10pm. The program is 30 minutes in length and was identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (5 of 8)</b>	<b>Response</b>
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 7am (9/22-9/29/11)
Total times aired at regularly scheduled time	2
Total times aired	11
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.	"Career Day" is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. "Career Day" provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. The program was regularly scheduled between the hours of 7am and 10pm. The program is 30 minutes in length and is identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and listings provided by publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 8)</b>	<b>Response</b>
Program Title	Eco-Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7am (7/01-9/30/11)
Total times aired at regularly scheduled time	14
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.	What does it mean to go green as a teen? A whole new generation has made the environment, global warming and going green their cause. "Eco-Company" was created to chronicle the passions of this new generation and to answer the questions we have. "Eco-Company" is a national TV show hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit. The Program was aired between the hours of 7am and 10pm. The program is 30 minutes in length and is identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast an din listings provided by publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (7 of 8)</b>	<b>Response</b>
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:30am (7/03-9/25/11)
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 Real Winning Edge" is more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who have built character through their struggles with cancer or death of a loved one. It's about kids who came face to face with drug abuse and peer pressure without losing their focus on their goals. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. The program was regularly scheduled between the hours of 7am and 10pm. The program is 30 minutes in length and was identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 8)</b>	<b>Response</b>
Program Title	Teen Kids' News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 11am (7/03-9/25/11)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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 news program hosted by a diverse news team made up of young journalists reporting from a professional news set. The show not only entertains but educates as well, presenting current events in a way that interests children. Teachers nationwide can download the television news scripts from Weekly Reader's award-winning website and use them in the classroom to help students become better public speakers and writers. The program was regularly scheduled between the hours of 7am and 10pm. The program is 30 minutes in length and was identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core  
Educational and  
Informational  
Programming (0)**

**Sponsored Core  
Programming (0)**

**Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e) (11)(iii)?	Yes
Name of children's programming liaison	Sandra Dornon-Belmont
Address	2940 Chad Drive
City	Eugene
State	OR
Zip	97408
Telephone Number	541-681-3177
Email Address	sbelmont@oregonsfox.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.	KEVU shut-off its analog signal on 8/24/10. KEVU is digital channel 23.1. KEVU is carried in digital on the secondary digital stream of sister station KLSR channel 34, Eugene, Oregon, where it is 34.2.

**Other Matters (7)**

<b>Other Matters (1 of 7)</b>	<b>Response</b>
Program Title	Animal Atlas (KEVU)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 7am (10/03-12/26/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	See above. The program will be regularly scheduled and air between the hours of 7am and 10pm. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 3-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

<b>Other Matters (2 of 7)</b>	<b>Response</b>
Program Title	Animal Rescue (KEVU)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7am (10/04-12/27/11)
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.	See above. The program will be regularly scheduled and air between the hours of 7am and 10pm. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

<b>Other Matters (3 of 7)</b>	<b>Response</b>
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7am (10/05-12/28/11)
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.	See above. The program will be regularly scheduled and air between the hours of 7am and 10pm. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.



<b>Other Matters (4 of 7)</b>	<b>Response</b>
Program Title	Career Day (KEVU)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 7am (10/06-12/29/11)
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.	See above. See above. The program will be regularly scheduled and air between the hours of 7am and 10pm. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

<b>Other Matters (5 of 7)</b>	<b>Response</b>
Program Title	Eco-Company (KEVU)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7am (10/07-12/30/11)
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.	See above. The program will be regularly scheduled and air between the hours of 7am and 10pm. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

<b>Other Matters (6 of 7)</b>	<b>Response</b>
Program Title	The Real Winning Edge KEVU)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:30am (10/02-12/25/11)
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.	See above. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

<b>Other Matters (7 of 7)</b>	<b>Response</b>
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Program Title	Teen Kids' News (KEVU)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 11am (10/02-12/25/11)
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.	See above. The program is 30 minutes in length and will be identified as an educational and informational show, targeted to 13-16 year-olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

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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>California Oregon Broadcasting, Inc.</b></p>

## Attachments

No Attachments.