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Children's Television Programming Report

FRN: **0004284899** | File Number: **CPR-124850** | Submit Date: **10/10/2011** | Call Sign: **KCIT** | Facility ID: **33722** | City:  
**AMARILLO** | State: **TX**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/10/2011** | Filing Status: **Active**

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	FOX
	Nielsen DMA	Amarillo
	Web Home Page Address	WWW.MYHIGHPLAINS.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(5)

Digital Core Program (1 of 5)	Response
Program Title	Wild about animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY - TUESDAY AT 9:30 AM
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild about animals is a half hour animal E/I magazine series that airs 52 weeks each year. The show id hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. The series is produced for children 16 and under (specific target audience is 13-16). As the producers of "wild about animals" it is the objective of Steve Rotfeld productions, Inc. to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals the see every day.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 5)		Response
Program Title	Awesome adventures	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	WEDNESDAY - THURDSAY 9:30 AM	
Total times aired at regularly scheduled time	26	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its' creatures, and the people that inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make learning fun	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 5)		Response
Program Title	WHADDYADO	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	FIRDAYS AT 9:30 AM	

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.	"WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions, some episodes will feature a Moral Dilemma segment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 5)	Response
Program Title	PET.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 7:00 AM
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.	Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 5)		Response
Program Title	This Week in Baseball	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAYS AT 2:30	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"This Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (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	Tom Garcia
Address	1050 s fillmore st
City	amarillo
State	TX
Zip	79101
Telephone Number	806-383-3321
Email Address	tom.garcia@kamr.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.	KCIT WILL CONTINUE TO PROVIDE QUALITY EDUCATION AND INFORMATIVE PROGRAMMING FOR CHILDREN.

Other Matters (4)

Other Matters (1 of 4)	Response
Program Title	Wild about animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	monday- tuesday 9:30 am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild about animals is a half hour animal E/I magazine series that airs 52 weeks each year. The show id hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. The series is produced for children 16 and under (specific target audience is 13-16). As the producers of "wild about animals" it is the objective of Steve Rotfeld productions, Inc. to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals the see every day.

Other Matters (2 of 4)	Response
Program Title	Awesome adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	wednesday - thursday
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Awesome adventures is a half-hour adventure series that airs 52 weeks a year. The host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its' creatures, and the people that inhabit the land. The shows are not designed to be "preachy" or overly pedantic, but rather, the goal is to make learning fun

Other Matters (3 of 4)		Response
Program Title	WHADDYADO	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	friday at 9:30 am	
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.	"WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions, some episodes will feature a Moral Dilemma segment.	

Other Matters (4 of 4)		Response
Program Title	Pet.TV	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	saturday at 7 am	
Total times aired at regularly scheduled time	14	
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.	Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.	

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>MISSION BROADCASTING, INC.</b></p>

**Attachments**

No Attachments.