



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0027087857** | File Number: **CPR-120945** | Submit Date: **06/28/2011** | Call Sign: **KFMB-TV** | Facility ID: **42122**
City: **SAN DIEGO** | State: **CA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
06/28/2011 | Filing Status: **Active**

Report reflects information for : Second Quarter of 2011

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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**Contact
Representatives
(0)**

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	SanDiego
	Web Home Page Address	www.cbs8.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(6)

Digital Core Program (1 of 6)	Response
Program Title	Busytown Mysteries I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7am
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Busytown Mysteries II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)	Response
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Program Title	Doodlebops Rockin' Road Show
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 8am
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	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 6)

Response

Program Title	Trollz
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Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 8:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.I. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 6) Response

Program Title	Horseland I
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 9am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated, amazing adventures of kids and their horses who come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids (and their equine companions) must learn to deal with difficult situations and confront an array of problems that put their honesty, their integrity, their self-confidence ... and sometimes even their friendship to the test. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	Horseland I
List date and time rescheduled	04/09/11 @ 10am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-04-02
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 6) Response	
Program Title	Horseland II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated, amazing adventures of kids and their horses who come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids (and their equine companions) must learn to deal with difficult situations and confront an array of problems that put their honesty, their integrity, their self-confidence ... and sometimes even their friendship to the test. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	Horseland II
List date and time rescheduled	04/09/11 @ 10:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2011-04-02
Episode #	
Reason for Preemption	Sports

**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	Patricia Elwood
Address	7677 Engineer Road
City	San Diego
State	CA
Zip	92111
Telephone Number	858.495.9392
Email Address	pelwood@kfmb.com

<p>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.</p>	<p>KFMB TV airs a number of Public Service Announcements, other than those listed elsewhere in this report, which serve the educational and informational needs of children 16 years of age and under. Organizations /topics include: drug/alcohol prevention tips targeting children and teens and crime prevention, gun safety, environmental protection and violence prevention and literacy. In addition, the station airs a variety of local and network news and public affairs programs. These generally present a mix of local, regional, state, national and international news plus weather, sports, health, educational and features. In the station's judgement, certain portions of these news programs can further the development of the cognitive or intellectual needs of older children. In addition, KFMB TV has a variety of year-round, on-air and outreach projects targeting children. 1) News 8's Weather Wednesdays- News 8 Meteorologist Matt Baylow visits area elementary and middle schools on Wednesday mornings to present a comprehensive weather lesson. Baylow discusses general meteorology terms, the dynamics of San Diego's microclimates, broadcast meteorology and conducts a student question and answer session. To date, Baylow has visited more than 400 county schools and mentored thousands of students. 2) Volunteer 8. KFMB TV promotes volunteerism in San Diego County for all ages, including children by recruiting volunteers for San Diego County non-profit organizations and events. The project is enhanced with television announcements recruiting volunteers and news reports. This quarter, Volunteer 8 hosted Servapalooza on Sunday, April 10, 2011. Servapalooza was a free festival featuring 50-service projects for kids and a celebration of Global Youth Service Day. The purpose was to engage youth in serving their community. More than 1000 people attended the event. 3) ADOPT 8 - KFMB TV partners with San Diego County Health and Human Services to find forever homes for children in the San Diego County Foster System. Twice a week, KFMB TV airs profiles on children who are currently in the Foster Care System waiting to be adopted, along with Public Service Announcements. While the "on air" stories and PSAs target adults, the ultimate goal of the project is to help "hard to place" children find their forever families. Since the program's inception in 1999, more than 400 foster children have been placed in "forever families." In addition, San Diego County Health and Human Services has placed other children in permanent homes as a result of the Adopt 8 "on air" awareness campaign. San Diego County Health and Human Services sponsors this project. 4) EARTH 8- KFMB TV partners with Birch Aquarium at the Scripps Institution of Oceanography at University of California, San Diego to educate the community about care and stewardship of the planet. Earth 8 includes weekly news segments with leaders in research and conservation and monthly in-depth, filed produced stories. Topics have included: water conservation, climate change; earth friendly tips; stewardship; gray whales; air quality; endangered sea and animal life. KFMB TV also airs a variety of Public Service Announcements to educate children and adults on caring for our planet. Earth 8 also hosts various environmental outreach products during the year for youth and adults. Earth 8 Website contains a section for children educating them on the ways to help protect the environment. 5) KFMB TV partners with the Juvenile Diabetes Research Foundation of San Diego to educate children and youth about Juvenile Diabetes. 8's Walk to Cure Diabetes encourages area schools to hold fundraising walks on campus benefiting the Juvenile Diabetes Research Foundation. This project is supported with Public Service Announcements, Webpage and News stories. 6) Broadcast Educational Development: KFMB TV anchors/reporters/behind-the-scenes staff participate in schools' career days throughout the county. KFMB TV also conducts s</p>
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Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Busytown Mysteries I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 6)	Response
Program Title	Busytown Mysteries II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 6)

Response

Program Title	Doodlebops Rockin' Roadshow
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays, 8am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	3 years to 8 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (4 of 6)

Response

Program Title	Trollz
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays, 8:30am
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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.	An animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.I. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 6)

Response

Program Title	Horseland I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated, amazing adventures of kids and their horses who come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids (and their equine companions) must learn to deal with difficult situations and confront an array of problems that put their honesty, their integrity, their self-confidence ... and sometimes even their friendship to the test. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 6)

Response

Program Title	Horseland II
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated, amazing adventures of kids and their horses who come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids (and their equine companions) must learn to deal with difficult situations and confront an array of problems that put their honesty, their integrity, their self-confidence ... and sometimes even their friendship to the test. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Midwest Television, Inc.</p>

Attachments

No Attachments.