



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-124097** | Submit Date: **10/06/2011** | Call Sign: **KUCW** | Facility ID: **1136** | City:
OGDEN | State: **UT**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/06/2011 | 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	CW
	Nielsen DMA	Salt Lake City
	Web Home Page Address	www.cw30.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:	3.0
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(10)

Digital Core Program (1 of 10)	Response
Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7-730AM
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	1
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)		Response
Program Title	MAGI-NATION	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 730-8AM	
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	1	
Length of Program	30 mins	
Age of Target Child Audience	7 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Digital Core Program (3 of 10)		Response
Program Title	LAURA MCKENZIE TRAVELER	

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 7-730AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	From the Forbidden City in China to the streets of New Orleans, Laura finds what's exciting and different about each location. She also brings voluntourism to television when celebrities join her in Africa. Laura McKenzie is the number one television travel expert in the country.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10) <div>Response</div>	
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 7-730AM
Total times aired at regularly scheduled time	1
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 series features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community. Considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 10)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 730-8AM
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 10)		Response
Program Title		MAD ABOUT MONEY
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAYS 8-830AM
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		3 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.		Mad About Money conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer created questions about life's issues.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (7 of 10)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 830-9AM
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.	Missing is a nationally-syndicated weekly television series featuring actual cases of missing persons, both children and adults, from across North America. Working with local, state and federal law enforcement agencies, including the FBI, and missing person's organizations such as The National Center for Missing and Exploited Children, our goal is to provide viewers with vital facts about missing individuals and to increase public awareness.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 9-930AM
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	1 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue is a weekly half-hour program showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people all over the world who help sick, injured or abused animals. This program also instructs children on the proper care of animals and provides safety tips on how to interact with all kinds of creatures in the animal kingdom. Animal Rescue is aimed at children and families who want to learn more about animal treatment, care and protection.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)		Response
Program Title		PETS.TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAYS 930-10AM
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.	Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 10) Response	
Program Title	GINDA D KIDS CLUB
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7-10AM (KUCW DT2-COUNTRY NETWORK)
Total times aired at regularly scheduled time	78
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	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In these days of uncertainty and often times questionable role models, Gina and her crew set the standard and present examples which help the young viewer to learn and repeat socially positive behaviors. Gina is an excellent role model who is warm and honest. An unbeatable combination designed to reassure and teach. Topics that are addressed included the nature of sound, safety, and defining parts of the day. All topics are treated with appropriate educational seriousness but still they are able to retain the humor and charm which captivates and entertains children.
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	SHARA MEREDITH
Address	2175 WEST 1700 SOUTH
City	SALT LAKE CITY
State	UT
Zip	84104
Telephone Number	(801) 975-4580
Email Address	SMEREDITH@CW30.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 (9)

Other Matters (1 of 9)	Response
Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 7-730AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.

Other Matters (2 of 9)	Response
Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 730-8AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
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Other Matters (3 of 9)	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 7-730AM
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 series features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community. Considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.

Other Matters (4 of 9)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 730-8AM
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.	Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.

Other Matters (5 of 9)	Response
Program Title	MAD ABOUT MONEY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 8-830AM
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.	Mad About Money conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer created questions about life's issues.

Other Matters (6 of 9)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 830-9AM
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.	Missing is a nationally-syndicated weekly television series featuring actual cases of missing persons, both children and adults, from across North America. Working with local, state and federal law enforcement agencies, including the FBI, and missing person's organizations such as The National Center for Missing and Exploited Children, our goal is to provide viewers with vital facts about missing individuals and to increase public awareness.
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Other Matters (7 of 9)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 9-930AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	1 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue is a weekly half-hour program showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people all over the world who help sick, injured or abused animals. This program also instructs children on the proper care of animals and provides safety tips on how to interact with all kinds of creatures in the animal kingdom. Animal Rescue is aimed at children and families who want to learn more about animal treatment, care and protection.

Other Matters (8 of 9)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS 930-10AM
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.	Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.
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Other Matters (9 of 9)	Response
Program Title	GINA D KIDS CLUB
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7-10AM (KUCW DT2-COUNTRY NETWORK
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In these days of uncertainty and often times questionable role models, Gina and her crew set the standard and present examples which help the young viewer to learn and repeat socially positive behaviors. Gina is an excellent role model who is warm and honest. An unbeatable combination designed to reassure and teach. Topics that are addressed included the nature of sound, safety, and defining parts of the day. All topics are treated with appropriate educational seriousness but still they are able to retain the humor and charm which captivates and entertains children.

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>HIGH PLAINS BROADCASTING LICENSE COMPANY LLC</p>

Attachments

No Attachments.