



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238778** | File Number: **CPR-118568** | Submit Date: **04/05/2011** | Call Sign: **KMYS** | Facility ID: **51518** | City: **KERRVILLE** | State: **TX**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2011** | Filing Status: **Active**

Report reflects information for : **First 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

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	San Antonio
	Web Home Page Address	www.kmys.tv

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	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	Noonbory & The Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays& Tuesdays @ 7:30am (01/03/11-03/29/11)
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noonbory and The Super uses fantasy and fun to promote school readiness in two essential ways. The series provides young viewers with an enticing model for ethical actions and effective coexistence. On an episode by episode basis, the Noonborys highlight instances in which helping, cooperation,and leadership lead to success;and other instances in which taking untoward risk or telling a lie lead to problems and complications. The goal of the series is to encourage viewers to develop positive personal qualities and pro-social behaviors, including helpfulness kindness, generosity, initiative, earnestness, cooperation, compassion, and leadership. This program aired on the main digital stream.
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	Wimzie's House
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesdays @ 7:30 (1/5/11-3/30/11)
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	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschoolers point of view. This program aired on the main digital stream.
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	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 7:30 am (1/6/11-3/31/11)
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.	Reknown animal expert Jack Hanna travels the world to remote areas to study animals in their natural habitat. In each episode of this program, viewers learn as cameras follow Jack Hanna and he spends time with nature's creatures and various experts that are knowledgeable about each animal and their habitat. Each episode is designed to reveal to viewers the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. Mr. Hanna's journeys include Alaska where he observed brown bears and the effect of declining salmon runs on the brown bear population, the Great Barrier Reef to explore its development, and to a farm for exotic animals located in Missouri where wildlife preservation and history come together. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 7:30 (1/7/11-3/25/11)
Total times aired at regularly scheduled time	12
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.	Eco company provides CORE programming in the area of the environment and preservation of the earth's resources. Eco Company explores all the aspects of being and understanding how are actions impact the world. The E-co Team find out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new technologies currently under development. They learn more about recycling, conservation, and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally, each week the show will provide practical tips that teens, and people of all ages can use in their daily lives. This program aired on the main digital channel.
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		M@d About
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @ 7:00 am (1/1/11-3/26/11)
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.	M@dAbout provides CORE programming in the area of Financial Literacy, Nutrition, Earth, Science, Ecology, Health, Life Skills, and Fitness that tie to the state and national education standards. M@d About explores being "green" and understanding how our actions impact the world. The M@d About team finds out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. This program aired on the main digital stream.
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	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @7:30am (1/1/11-3/26/11)
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.	This half hour program highlights challenging and rewarding careers of men and women from around the country in a fun and interesting way. The show features inspirational interviews with successful celebrities, entrepreneurs, and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show tries to help kids answer the age old question "What do I want to be when I grow up?" This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 10)		Response
Program Title		Beta Records
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @7:00am (01/01/11-03/26/11)
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.		Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program is aired on the secondary digital stream, Cool TV, channel 35.2.
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		Real Life 101
Origination		Syndicated

Days/Times Program Regularly Scheduled	Saturdays @7:30am (1/1/11-3/26/11)
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.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by the Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. This program is aired on the secondary digital stream, Cool TV, channel 35.2
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	Ultimate Choice
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays @8:00am &8:30am (1/1/11-3/26/11)
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.	This program provides an opportunity for its young viewers to learn more about themselves and their lives, as well as develop their own convictions about each of the physical and moral issues through the subjects explored and discussed on this television series. In each of the episodes within the series, eight teens who have just finished an extreme adventure that brought them face-to-face with challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs, Compromise, Resolving Conflict, Teamwork, Fear and Self-control.This program aired on the secondary digital channel stream, Cool TV, channel 35.2.
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	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @9:00am & 9:30am

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.	This program features weekly educational features such as, "College and You"(tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience.This program aired on the secondary digital stream, Cool TV, channel 35.2.
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	David Howitt
Address	4335 NW Loop 410
City	San Antonio
State	TX
Zip	78229
Telephone Number	210-377-4706
Email Address	dhowitt@sbgnet.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.	The Licensee sponsors public appearances by new anchors to local schools to each about the importance of staying in school. This station also welcomes any station tours to be conducted.

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	Noonbury & The Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday's and Tuesdays @7:30 am (4/4/11-6/28/11)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noonbory and The Super 7 uses fantasy and fun to promote school readiness in two essential ways. The series provides young viewers with an enticing model for ethical actions and effective coexistence. On an episode by episode basis, the Noonborys highlight instances in which helping, cooperation, and leadership lead to success;and other instances in which taking untoward risk or telling a lie lead to problems and complications. The goal of the series is to encourage viewers to develop positive personal qualities and pro-social behaviors, including helpfulness kindness, generosity, initiative, earnestness, cooperation, compassion, and leadership. This program will air on the main digital stream.

Other Matters (2 of 10)	Response
Program Title	Wimzie House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @7:30am (4/6/11-6/29/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschoolers point of view. This program will air on the main digital stream.

Other Matters (3 of 10)	Response
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Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @7:30am (4/7/11-6/30/11)
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.	Alaska where he observed brown bears and the effect of declining salmon runs on the brown bear population, the Great Barrier Reef to explore its development, and to a farm for exotic animals located in Missouri where wildlife preservation and history come together. This program will air on the main digital stream.

Other Matters (4 of 10)	
Response	
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday's @7:30am (4/1/11-6/24/11)
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.	Eco company provides CORE programming in the area of the environment and preservation of the earth's resources. Eco Company explores all the aspects of being and understanding how are actions impact the world. The E-co Team find out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new technologies currently under development. They learn more about recycling, conservation, and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally, each week the show will provide practical tips that teens, and people of all ages can use in their daily lives. This program will air on the main digital channel.

Other Matters (5 of 10)	
Response	
Program Title	M@d About
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays @ 7:00am (4/2/11-6/25/11)
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.	M@d About provides CORE programming in the area of Financial Literacy, Nutrition, Earth, Science, Ecology, Health, Life Skills, and Fitness that tie to the state and national education standards. M@d About explores being "green" and understanding how our actions impact the world. The M@d About team finds out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. This program will air on the main digital stream.

Other Matters (6 of 10)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @7:30am (4/2/11-6/25/11)
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.	This half hour program highlights challenging and rewarding careers of men and women from around the country in a fun and interesting way. The show features inspirational interviews with successful celebrities, entrepreneurs, and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show tries to help kids answer the age old question "What do I want to be when I grow up?" This program will air on the main digital stream.

Other Matters (7 of 10)	Response
Program Title	Beta Records
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays@ 7:00am (4/2/11-6/25/11)
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program will air on the secondary digital stream, Cool TV, channel 35.2.

Other Matters (8 of 10)	
Response	
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @7:30 (4/2/11-6/25/11)
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.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by the Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. This program will air on the secondary digital stream, Cool TV, channel 35.2

Other Matters (9 of 10)	
Response	
Program Title	Ultimate Choice
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 8:00am &8:30am (4/2/11-6/25/11)
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.	This program provides an opportunity for its young viewers to learn more about themselves and their lives, as well as develop their own convictions about each of the physical and moral issues through the subjects explored and discussed on this television series. In each of the episodes within the series, eight teens who have just finished an extreme adventure that brought them face-to-face with challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs, Compromise, Resolving Conflict, Teamwork, Fear and Self-control.This program will air on the secondary digital channel stream, Cool TV, channel 35.2.
Other Matters (10 of 10)	
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays@ 9:00 &9:30 (4/2/11-6/25/11)
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.	This program features weekly educational features such as, "College and You"(tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience.This program will air on the secondary digital stream, Cool TV, channel 35.2.

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>San Antonio (KRRT-TV) Licensee, Inc.</p>

Attachments

No Attachments.