



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004970646** | File Number: **CPR-129477** | Submit Date: **04/09/2012** | Call Sign: **KSNV** | Facility ID: **10179** | City:
LAS VEGAS | State: **NV**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/09/2012 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2012**

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	My Network
	Nielsen DMA	Las Vegas
	Web Home Page Address	www.mylvtv.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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(8)

Digital Core Program (1 of 8)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7:00a, 1/2 - 3/26/12
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 program addresses numerous subject areas such as geography, art, technology, science, math, history, language, music, and sports, and general cultural knowledge. This program accomplishes its goal by asking random questions to individuals who are either of school age or adults past the age of high school graduation. The program taps into fact retrieval in the curriculum, expands the information beyond fact retrieval, and addresses non-cognitive factors for student success. 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 8)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7:00a, 1/3 - 3/27/12
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of this program is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise & nutrition and health & wellness. The program series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. 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 8)		Response
Program Title		Real Life 101
Origination		Syndicated
Days/Times Program Regularly Scheduled		Wednesday, 7:00a, 1/4 - 3/28/12
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 program 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. 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 8)		Response
Program Title		Dragonfly TV

Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday, 7:00a, 1/5 - 3/29/12
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 program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. 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 (5 of 8)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Friday, 7:00a, 1/6 - 3/30/12
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 show guides young people to potential career paths. 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 is fun and exciting and 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 (6 of 8)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:00a, 1/1 - 3/25/12
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program aired on the main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Wild America
List date and time rescheduled	2/4/12, 7:30a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/5/12, #168
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Wild America
List date and time rescheduled	1/28/12, 7:30a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	1/29/12, #177
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Wild America
List date and time rescheduled	2/25/12, 7:30a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/26/12, #178
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Wild America
List date and time rescheduled	2/11/12, 7:30a

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/12/12, #169
Reason for Preemption	Sports

Digital Core Program (7 of 8)		Response
Program Title		Animal Exploration with Jarod Miller
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday, 10:30a, 1/1 - 3/25/12
Total times aired at regularly scheduled time		9
Total times aired		13
Number of Preemptions		4
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		4
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This program is hosted by Jarod Miller who is energetic and humorous, which brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising and fun, the mission of Animal Exploration is to inspire kids and their families to preserve the innate human instinct to explore. Each episode is designed to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. 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 Preemption Programs #1

Questions	Response
Title of Program	Animal Exploration with Jarod Miller
List date and time rescheduled	2/11/12, 8:00a

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/12/12, #406
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Animal Exploration with Jarod Miller
List date and time rescheduled	2/25/12, 8:00a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/26/12, #408
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Animal Exploration with Jarod Miller
List date and time rescheduled	2/4/12, 8:00a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	2/5/12, #405
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Animal Exploration with Jarod Miller
List date and time rescheduled	1/28/12, 8:00a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	1/29/12, #404
Reason for Preemption	Sports

Digital Core Program (8 of 8)		Response
Program Title		Profiles of Nature

Origination	Network
Days/Times Program Regularly Scheduled	Monday - Saturday, 8:00a, 1/2 - 3/31/12
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Filmed all over the world, PROFILES OF NATURE is packed with insightful information about animals and their habitats. The show's goal is to educate viewers about animals' unique abilities and lives; each episode revolves around one of three themes: habitat, species, and behavior. Past installments have explored topics such as the jungles of Costa Rica, large hunting cats, and animal defense mechanisms. This program aired on the secondary digital stream, channel 21.2.
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	Audra Swain
Address	3830 S. Jones Blvd.
City	Las Vegas
State	NV
Zip	89103
Telephone Number	702-382-2121
Email Address	
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.	In addition to airing Public Service Announcements, KVMY was involved in the following public service activities: KVMY aired the City Beat program at various times throughout the quarter. City Beat is a local city-produced program featuring governmental and community related events such as city council meetings, recreational activities, parades and multicultural events. KVMY additionally aired the weekly program, "The Right Side with Armstrong Williams". "Right Side" is a public-interest program focusing on civil rights, politics, the environment, and other timely issues.

Other Matters (8)

Other Matters (1 of 8)	Response
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Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7:00a, 4/2 - 6/25/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (2 of 8)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7:00a, 4/3 - 6/26/12
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 goal of this program is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise & nutrition and health & wellness. The program series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream.

Other Matters (3 of 8)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, 7:00a, 4/4 - 6/27/12
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 program 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. This program will air on the main digital stream.
Other Matters (4 of 8)	
Program Title	Dragonfly TV
Origination	Syndicated
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Other Matters (5 of 8)	
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday, 7:00a, 4/6 - 6/29/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (6 of 8)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:00a, 4/1 - 6/24/12
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program will air on the main digital stream.

Other Matters (7 of 8)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:30a, 4/1 - 6/24/12
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 program is hosted by Jarod Miller who is energetic and humorous, which brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising and fun, the mission of Animal Exploration is to inspire kids and their families to preserve the innate human instinct to explore. Each episode is designed to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the main digital stream.

Other Matters (8 of 8)	Response
Program Title	Profiles of Nature
Origination	Network
Days/Times Program Regularly Scheduled	Monday - Saturday, 8:00a, 4/2 - 6/30/12
Total times aired at regularly scheduled time	78

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.	Filmed all over the world, PROFILES OF NATURE is packed with insightful information about animals and their habitats. The show's goal is to educate viewers about animals' unique abilities and lives; each episode revolves around one of three themes: habitat, species, and behavior. Past installments have explored topics such as the jungles of Costa Rica, large hunting cats, and animal defense mechanisms. This program will air on the secondary digital stream, channel 21.2.

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>KUPN Licensee, LLC</p>

Attachments

No Attachments.