



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0022238778** | File Number: **CPR-138007** | Submit Date: **01/10/2013** | Call Sign: **KMYS** | Facility ID: **51518** | City:  
**KERRVILLE** | State: **TX**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**01/10/2013** | Filing Status: **Active**

Report reflects information for : **Fourth 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	CW
	Nielsen DMA	San Antonio
	Web Home Page Address	www.kmys.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	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(7)

Digital Core Program (1 of 7)		Response
Program Title		On the Spot
Origination		Syndicated
Days/Times Program Regularly Scheduled		Mondays @ 7:30am (10/01/12-12/31/12)
Total times aired at regularly scheduled time		14
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		A host will stop people on the street and ask them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. The show will go to lengths to explain each answer and why it is correct, bringing in the educational element.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (2 of 7)		Response
Program Title		Dog Tales
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tuesdays @7:30am (10/02/12-12/25/12)
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.	Dog Tales is geared to inform and educate kids about the world of dogs. Each episode profiles a breed, it's history, it's popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The program shows families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. Also the program has several dog experts, explaining the various dog needs, health, nutrition, safety, care, etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)		Response
Program Title		Real Life 101
Origination		Syndicated
Days/Times Program Regularly Scheduled		Wednesdays @ 7:30am (10/03/12-12/26/12)
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 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (4 of 7)		Response
Program Title		Jack Hanna's Into the Wild
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thursdays @ 7:30am (10/04/12-12/27/12)

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.	Reknown animal expert Jack Hanna travels the world to remote areas to study animals in their natural 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)		Response
Program Title		Eco Company
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fridays @ 7:30am (10/05/12-12/28/12
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.	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 our actions impact the world. The E-co Team find out about global warming by asking questions to discover the truths and myths about the global warming issue. The learn more about recycling, conservation, and organisms. 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 teens and people of all ages can use in their daily lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 7)</b>	<b>Response</b>
Program Title	M@dAbout
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:00am (10/06/12-12/29/12)
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.	M@dAbout provides information in the area of Financial Literacy, Nutrition, Earth, Science, Ecology, Health, Life Skills and Fitness. M@dAbout explores being "green"and understanding how our actions impact the world. The M@dAbout 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @ 7:30am (10/06/12-12/29/12)
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 guides young people to potential career paths by featuring inspirational interviews with successful celebrities, entrepreneurs, business people, such as, world renowned brain surgeons to marine biologists who 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?".
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 local news anchors to teach about the importance of staying in school. This station also welcomes any station tours to be conducted.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 7:30am (01/07/13-03/25/13)
Total times aired at regularly scheduled time	12
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.	A host will stop people on the street and ask them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. The show will go to lengths to explain each answer and why it is correct, bringing in the educational element.

Other Matters (2 of 7)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @7:30am (01/01/13-3/26/13)
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.	Dog Tales show is geared to inform and educate kids about the world of dogs. Each episode profiles a breed, it's history, it's popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The program shows families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. Also, the program has several dog experts, explaining the various dog needs,health, nutrition, safety, care, etc.

Other Matters (3 of 7)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 7:30am (01/02/13-03/27/13)
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.
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Other Matters (4 of 7)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 7:30am (01/03/13-03/28/13)
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.	Reknown animal expert Jack Hanna travels the world to remote areas to study animals in their natural 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.

Other Matters (5 of 7)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 7:30am (01/04/13-03/29/13)
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 our actions impact the world. The E-co Team find out about global warming by asking questions to discover the truths and myths about the global warming issue. The learn more about recycling, conservation, and organisms. 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 teens and people of all ages can use in their daily lives.
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Other Matters (6 of 7)	Response
Program Title	M@dAbout
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:00am (01/05/13-03/30/13)
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@dAbout provides information in the area of Financial Literacy, Nutrition, Earth, Science, Ecology, Health, Life Skills and Fitness. M@dAbout explores being "green" and understanding how our actions impact the world. The M@dAbout 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.

Other Matters (7 of 7)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:30am (01/05/13-03/30/13)
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 guides young people to potential career paths by featuring inspirational interviews with successful celebrities, entrepreneurs, business people, such as, world renowned brain surgeons to marine biologists who 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?".

Certification

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



**Attachments**

No Attachments.