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Children's Television Programming Report

FRN: **0030190466** | File Number: **CPR-127631** | Submit Date: **01/10/2012** | Call Sign: **WDKA** | Facility ID: **39561** | City:
PADUCAH | State: **KY**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2012 | Filing Status: **Active**

Report reflects information for : Fourth 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	MY NETWORK TV
	Nielsen DMA	Paducah-Cp Gird-Harris-MT Vrn.
	Web Home Page Address	WWW.MYWDKA.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	336.0
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:	6.0
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(14)

Digital Core Program (1 of 14)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/31/11 7:00AM-7:30AM
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.	MADE IN HOLLYWOOD: TEEN EDITION GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE TV SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3-D TECHNOLOGY; INTRODUCING VIEWERS TO BEHIND-THE-SCENES FILMMAKING, SPECIAL EFFECTS TECHNIQUES AND CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL AND ARTISTIC SKILLS OF THE MOTION PICTURE AND TELEVISION INDUSTRIES. MADE IN HOLLYWOOD: TEEN EDITION AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 14)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated

Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/31/11 7:30AM-8:00AM
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.	SPORTS STARS OF TOMORROW DISPLAYS THE HARD WORK AND DEDICATION THAT IT TAKES TO BE A TRUE SPORTS STAR. IT CHRONICLES THE TRIALS AND TRIBULATIONS OF THE YOUNG ATHLETES AS THEY STRIVE TO BECOME A TOP LEVEL PERFORMER. THE PROGRAM HELPS YOUNGSTERS REALIZE THAT THEIR FULL POTENTIAL IN BOTH LIFE AND THE PLAYING FIELD ARE ATTAINABLE WITH LOTS OF HARD WORK AND DETERMINATION. IT REINFORCES THE IMPORTANCE OF KEY VALUES LIKE DEDICATION, DISCIPLINE, COMMITMENT AND COMMUNITY INVOLVEMENT. THE SERIES ALSO PROVIDES IN-DEPTH, HUMAN INTEREST STORIES THAT REVEAL THE IMPORTANT CHALLENGES AND LESSONS THAT MOLD YOUNG ATHLETES. SPORTS STARS OF TOMORROW AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 14)	Response
Program Title	WILD LTD.
Origination	Syndicated

Days/Times Program Regularly Scheduled	MONDAYS 10/3/11-12/26/11 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILD LTD IS A CONSERVATION SERIES FOLLOWING THE ADVENTURES OF GAME RANGER MICHELLE GARFORTH-VENTER, BOTH ON LAND AND UNDER THE WATER. MICHELLE MEETS RESEARCHERS AND VETERINARIANS AND LEARNS ABOUT THEIR WORK; TEACHING VIEWERS ABOUT JOB OPPORTUNITITES IN THE CONSERVATION WORLD. THE SERIES TEACHES ABOUT THE ANATOMY OF VARIOUS SPECIES AND HOW WE CAN BETTER PRESERVE THEIR POPULATION NUMBERS. EACH EPISODE IS DESIGNED TO REVEAL TO YOUNG VIEWERS THE VALUE OF WILD SPACES AND THE CREATURES THAT LIFE THERE. WILD LTD AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 14)	Response
Program Title	ECO COMPANY
Origination	Syndicated

Days/Times Program Regularly Scheduled	TUESDAYS 10/4/11-12/27/11 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS SERIES IS A TEEN-HOSTED PROGRAM PROFILING INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS AND ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY; AS WELL AS OFFERING ADVICE ON HOW TO BE MORE ECO-WISE WHILE PERFORMING DAILY ACTIVITIES. THE PROGRAM ALSO USES PEER REPORTING TO ADDRESS VARIOUS ENVIRONMENTAL ISSUES FROM A YOUTHFUL POINT OF VIEW, WHICH ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM, RATHER THAN JUST TALKING ABOUT THE IMPORTANCE OF LIVING GREEN. ECO COMPANY AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 14) Response	
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated

Days/Times Program Regularly Scheduled	WEDNESDAYS 10/5/11-12/28/11 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH WEEK, JAROD LOOKS AT EXOTIC AND DOMESTIC ANIMALS FROM HIS OWN UNIQUE PERSPECTIVE AS HE TRAVELS TO ZOOS AND AQUARIUMS TO EXPLORE ANIMALS THAT FIT A PARTICULAR THEME, WHETHER IT'S A NEED FOR SPEED OR ANIMAL HEROES. FILLED WITH ENERGY, YOUTH AND HUMOR, IT IS THE MISSION OF THIS SERIES TO INSPIRE VIEWERS, CHILDREN AND ADULTS ALIKE, TO PRESERVE THE INNATE HUMAN INSTINCT TO EXPLORE. ANIMAL EXPLORATION WITH JAROD MILLER AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 14)		Response
Program Title	M@D ABOUT	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	THURSDAYS 10/6/11-12/29/11 7:00AM-7:30AM	
Total times aired at regularly scheduled time	13	

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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 USES SKETCH COMEDY, MUSIC VIDEOS, ANIMATION AND KID ON THE STREET INTERVIEWS TO TEACH, ENTERTAIN AND INSPIRE TEENS TO MAKE QUALITY LIFE DECISIONS CONCERNING FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS. THE DIVERSE AND DYNAMIC CAST OF YOUNG PEOPLE WHO MAKE UP THE M@D ABOUT CAST COMBINE THEIR NATURAL CURIOSITY WITH THEIR ENTHUSIASM TO INFORM TEENS ABOUT TOPICS SUCH AS: WHAT IT MEANS TO BE "GREEN" AND HOW OUR ACTIONS IMPACT THE WORLD, HEALTHY SNACKS AND PROPER EXERCISE, FINANCIAL LITERACY AND THE IMPORTANCE OF FAMILY BUDGETING AND CYBER BULLY PREVENTION. M@D ABOUT AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 14)		Response
Program Title		LIVE LIFE AND WIN
Origination		Syndicated
Days/Times Program Regularly Scheduled		FRIDAYS 10/7/11-12/30/11 7:00AM-7:30AM
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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 SERIES IS TO INSPIRE AND ENLIGHTEN YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES, AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE, NUTRITION, HEALTH AND WELLNESS. THE SERIES WILL PROMOTE SUCH CRITICAL THEMES AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT AND VOLUNTEERISM. LIVE LIFE AND WIN AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 14)	
	Response
Program Title	BETA RECORDS TV
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/31/11 7:00AM-7:30AM
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.	BETA RECORDS TV IS A WEEKLY HALF-HOUR MUSIC CENTRIC SHOW WITH A MAGAZINE FORMAT THAT HAS SEGMENTS FEATURING MAJOR AND INDEPENDENT ARTIST INTERVIEWS AND UNPLUGGED PERFORMANCES. ALSO FEATURED ARE "ELECTRO" ROSS BLOMGREN'S TUTORIALS AND HOW-TO'S, PRODUCER AND MUSIC EXECUTIVE TIPS, INTERNET HEROES, THE VAULT, WHICH HAS LEGENDARY ARTISTS, AND DISCUSSIONS ABOUT MUSIC AS IT PERTAINS TO FASHION AND POP CULTURE. THROUGH THIS PROGRAM, VIEWERS LEARN THE INS AND OUTS OF THE MUSIC BUSINESS AND THE INFLUENCE MUSIC HAS ON OUR CULTURE. BETA RECORDS TV AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 14)		Response
Program Title		REAL LIFE 101
Origination		Network
Days/Times Program Regularly Scheduled		SATURDAYS 10/1/11-12/24/11 7:30AM-8:00AM
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 INFORMATIVE FORMAT DESIGNED TO HELP 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 UTILIZED BY THE PROGRAM'S YOUNG AUDIENCE. REAL LIFE 101 AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 14)	Response
Program Title	ULTIMATE CHOICE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/24/11 8:00AM-8:30AM AND 8:30AM-9:00AM
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 IN THE SERIES. IN EACH EPISODE, 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, SUCH AS: DRUGS, COMPROMISE, RESOLVING CONFLICT, TEAMWORK, FEAR AND SELF CONTROL. ULTIMATE CHOICE AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 14)	Response
Program Title	TEEN KIDS NEWS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/24/11 9:00AM-9:30AM AND 9:30AM-10:00AM
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," WITH TIPS FOR CHOOSING AND GETTING INTO COLLEGE, AND "WORD" WITH 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 FEATURE 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. TEEN KIDS NEWS AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2)
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 14)	Response
Program Title	ARIEL AND ZOEY AND ELI, TOO
Origination	Network
Days/Times Program Regularly Scheduled	MONDAY-FRIDAY 12/26/11-12/30/11 4:30PM-5:00PM
Total times aired at regularly scheduled time	5
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 IS HOSTED BY THREE SIBLINGS: TWIN GIRLS ARIEL AND ZOEY, AND THEIR YOUNGER BROTHER ELI. AS HOSTS, THESE CHILDREN ENTERTAIN AND INFORM THEIR AUDIENCE THROUGH SONG, DANCE, MUSIC AND DIALOGUE. THIS SHOW SUPPORTS AND ENCOURAGES RESPECT FOR OTHERS, HAVING INTEGRITY, FOLLOWING DIRECTIONS, PUTTING FORTH YOUR BEST EFFORT AND TAKING RESPONSIBILITY, A WONDERFUL MESSAGE FOR CHILDREN. THIS PROGRAM IS AN UPBEAT, DIVERSE AND ENTERTAINING SERIES THAT WILL INFORM YOUNG PEOPLE ON A VARIETY OF SUBJECTS, WHILE KEEPING THEIR INTEREST. ARIEL AND ZOEY AND ELI, TOO AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 14)	Response
Program Title	GINA D'S KIDS CLUB
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/31/11 7:00-7:30AM, 7:30-8:00AM, 8:00-8:30AM, 8:30-9:00AM AND 9:00-9:30AM
Total times aired at regularly scheduled time	70
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.	GINA D IS A FUN LOVING, POSITIVE ROLE MODEL WHO HAS THE DEMEANOR AND APPEARANCE OF A YOUNG TEACHER AND IS PLAYFUL IN HER APPROACH TO THE TARGET AUDIENCE. IN ADDITION TO PUPPETS AND ANIMATED CHARACTERS, GINA D IS SURROUNDED BY A GROUP OF WHIMSICAL CHARACTERS WHICH INCLUDE SIMON, MISS MUFFIN THE COOK, MR. POCKETS AND PIERRE. AS THE PROGRAM TAKES ON AN INTERACTIVE QUALITY THROUGH QUESTIONS AND REACTIONS FROM GINA TO A MULTI-CULTURALLY DIVERSE GROUP OF YOUNGSTERS WHO ARE SOMETIMES ON AND OFF CAMERA, SHE ATTAINS AND MAINTAINS THE ATTENTION OF YOUNG CHILDREN TO HELP FURTHER DEVELOP THEIR SELF-IMAGE, SOCIAL SKILLS, AS WELL AS MATH AND READING READINESS. VARIOUS THEMES THROUGHOUT THE PROGRAM MAY INCLUDE BIKE SAFETY, NOT TALKING TO STRANGERS AND STOPPING AT TRAFFIC LIGHTS. THROUGH DIFFERENT SCENARIOS AND EASILY LEARNED ORIGINAL SONGS, THESE LESSONS ARE IMPARTED TO THE TARGET AUDIENCE. GINA D'S KIDS CLUB AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 14)	Response
Program Title	CHILDREN TALK
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/1/11-12/31/11 9:30AM-10:00AM
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	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CHILDREN TALK IS A SERIES WHERE CHILDREN TALK ABOUT WHAT THEY KNOW AND LEARN ABOUT WHAT THEY DON'T. FEATURING VENTRILOQUIST TAYLOR MASON, EACH EPISODE PROVIDES YOUNG VIEWERS WITH AN EDUCATIONAL EXPERIENCE BY VISITING A VARIETY OF LOCATIONS WITH HISTORICAL OR SCIENTIFIC SIGNIFICANCE. VISITS ARE COMBINED WITH PRACTICAL DEMONSTRATIONS AND USEFUL INFORMATION FOR BUILDING IMPORTANT LIFE SKILLS. THE SERIES ALSO INCLUDES AN INTERVIEW SEGMENT WHERE CHILDREN PARTICIPATE IN A QUESTION AND ANSWER SESSION ON WHAT THEY HAVE LEARNED. CHILDREN TALK AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3).
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	ALAN MUSTER
Address	806 ENTERPRISE ST.
City	CAPE GIRARDEAU
State	MO
Zip	63703
Telephone Number	573-331-2121
Email Address	AMUSTER@KBSI.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.	ON IT'S DIGITAL SECONDARY PROGRAM STREAMS, WDKA BROADCASTS THE COOL TV (CHANNEL 49-2) AND THE COUNTRY NETWORK (CHANNEL 49-3), INCLUDING ALL EDUCATIONAL PROGRAMMING CARRIED BY THE NETWORKS. -- ON OCTOBER 1ST AT 2:00-4:00PM, WDKA BROADCAST "HISPANIC COLLEGE QUIZ SHOW" WHICH IS DESIGNED TO ENCOURAGE AN APPRECIATION OF DIFFERENT HISPANIC CULTURES BY PRESENTING INFORMATION IN AN ENTERTAINING GAME SHOW FORMAT. -- ON OCTOBER 21ST AT 7:00-10:00PM, WDKA BROADCAST CAST A HIGH SCHOOL FOOTBALL GAME, FEATURING JOPLIN VS. RAYMORE PECULIAR, DURING WHICH PHONE NUMBERS AND INFORMATION WAS BROADCAST ON HOW DONATIONS CAN BE MADE TOWARD REBUILDING SCHOOLS IN JOPLIN, MO., THAT WERE DESTROYED BY A TORNADO.

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	WILD LTD
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAYS 1/2/12-3/26/12 7:00AM-7:30AM
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.	WILD LTD IS A CONSERVATION SERIES FOLLOWING THE ADVENTURES OF GAME RANGER MICHELLE GARFORTH-VENTER, BOTH ON LAND AND UNDER THE WATER. MICHELLE MEETS RESEARCHERS AND VETERINARIANS AND LEARNS ABOUT THEIR WORK; TEACHING VIEWERS ABOUT JOB OPPORTUNITITES IN THE CONSERVATION WORLD. THE SERIES TEACHES ABOUT THE ANATOMY OF VARIOUS SPECIES AND HOW WE CAN BETTER PRESERVE THEIR POPULATION NUMBERS. EACH EPISODE IS DESIGNED TO REVEAL TO YOUNG VIEWERS THE VALUE OF WILD SPACES AND THE CREATURES THAT LIFE THERE. WILD LTD WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (2 of 12)	Response
Program Title	ECO COMPANY
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAYS 1/3/12-3/27/12 7:00AM-7:30AM
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 SERIES IS A TEEN-HOSTED PROGRAM PROFILING INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS AND ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY; AS WELL AS OFFERING ADVICE ON HOW TO BE MORE ECO-WISE WHILE PERFORMING DAILY ACTIVITIES. THE PROGRAM ALSO USES PEER REPORTING TO ADDRESS VARIOUS ENVIRONMENTAL ISSUES FROM A YOUTHFUL POINT OF VIEW, WHICH ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM, RATHER THAN JUST TALKING ABOUT THE IMPORTANCE OF LIVING GREEN. ECO COMPANY AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (3 of 12)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAYS 1/4/12-3/28/12 7:00AM-7:30AM
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.	EACH WEEK, JAROD LOOKS AT EXOTIC AND DOMESTIC ANIMALS FROM HIS OWN UNIQUE PERSPECTIVE AS HE TRAVELS TO ZOOS AND AQUARIUMS TO EXPLORE ANIMALS THAT FIT A PARTICULAR THEME, WHETHER IT'S A NEED FOR SPEED OR ANIMAL HEROES. FILLED WITH ENERGY, YOUTH AND HUMOR, IT IS THE MISSION OF THIS SERIES TO INSPIRE VIEWERS, CHILDREN AND ADULTS ALIKE, TO PRESERVE THE INNATE HUMAN INSTINCT TO EXPLORE. ANIMAL EXPLORATION WITH JAROD MILLER WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (4 of 12)	Response
Program Title	M@D ABOUT
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAYS 1/5/12-3/29/12 7:00AM-7:30AM
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 USES SKETCH COMEDY, MUSIC VIDEOS, ANIMATION AND KID ON THE STREET INTERVIEWS TO TEACH, ENTERTAIN AND INSPIRE TEENS TO MAKE QUALITY LIFE DECISIONS CONCERNING FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS. THE DIVERSE AND DYNAMIC CAST OF YOUNG PEOPLE WHO MAKE UP THE M@D ABOUT CAST COMBINE THEIR NATURAL CURIOSITY WITH THEIR ENTHUSIASM TO INFORM TEENS ABOUT TOPICS SUCH AS: WHAT IT MEANS TO BE "GREEN" AND HOW OUR ACTIONS IMPACT THE WORLD, HEALTHY SNACKS AND PROPER EXERCISE, FINANCIAL LITERACY AND THE IMPORTANCE OF FAMILY BUDGETING AND CYBER BULLY PREVENTION. M@D ABOUT WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (5 of 12)	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAYS 1/6/12-3/30/12 7:00AM-7:30AM
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 SERIES IS TO INSPIRE AND ENLIGHTEN YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES, AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE, NUTRITION, HEALTH AND WELLNESS. THE SERIES WILL PROMOTE SUCH CRITICAL THEMES AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT AND VOLUNTEERISM. LIVE LIFE AND WIN WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (6 of 12)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 1/7/12-3/31/12 7:00AM-7:30AM
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.	MADE IN HOLLYWOOD: TEEN EDITION GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE TV SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3-D TECHNOLOGY; INTRODUCING VIEWERS TO BEHIND-THE-SCENES FILMMAKING, SPECIAL EFFECTS TECHNIQUES AND CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL AND ARTISTIC SKILLS OF THE MOTION PICTURE AND TELEVISION INDUSTRIES. MADE IN HOLLYWOOD: TEEN EDITION WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (7 of 12)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 1/7/12-3/31/12 7:30AM-8:00AM
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.	SPORTS STARS OF TOMORROW DISPLAYS THE HARD WORK AND DEDICATION THAT IT TAKES TO BE A TRUE SPORTS STAR. IT CHRONICLES THE TRIALS AND TRIBULATIONS OF THE YOUNG ATHLETES AS THEY STRIVE TO BECOME A TOP LEVEL PERFORMER. THE PROGRAM HELPS YOUNGSTERS REALIZE THAT THEIR FULL POTENTIAL IN BOTH LIFE AND THE PLAYING FIELD ARE ATTAINABLE WITH LOTS OF HARD WORK AND DETERMINATION. IT REINFORCES THE IMPORTANCE OF KEY VALUES LIKE DEDICATION, DISCIPLINE, COMMITMENT AND COMMUNITY INVOLVEMENT. THE SERIES ALSO PROVIDES IN-DEPTH, HUMAN INTEREST STORIES THAT REVEAL THE IMPORTANT CHALLENGES AND LESSONS THAT MOLD YOUNG ATHLETES. SPORTS STARS OF TOMORROW WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (8 of 12)	Response
Program Title	ARIEL AND ZOEY AND ELI, TOO
Origination	Network
Days/Times Program Regularly Scheduled	MONDAY-FRIDAYS 1/2/12-3/30/12 4:30PM-5:00PM

Total times aired at regularly scheduled time	65
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 THREE SIBLINGS: TWIN GIRLS ARIEL AND ZOEY, AND THEIR YOUNGER BROTHER ELI. AS HOSTS, THESE CHILDREN ENTERTAIN AND INFORM THEIR AUDIENCE THROUGH SONG, DANCE, MUSIC AND DIALOGUE. THIS SHOW SUPPORTS AND ENCOURAGES RESPECT FOR OTHERS, HAVING INTEGRITY, FOLLOWING DIRECTIONS, PUTTING FORTH YOUR BEST EFFORT AND TAKING RESPONSIBILITY, A WONDERFUL MESSAGE FOR CHILDREN. THIS PROGRAM IS AN UPBEAT, DIVERSE AND ENTERTAINING SERIES THAT WILL INFORM YOUNG PEOPLE ON A VARIETY OF SUBJECTS, WHILE KEEPING THEIR INTEREST. ARIEL AND ZOEY AND ELI, TOO WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).

Other Matters (9 of 12)	Response
Program Title	BETA RECORDS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 1/7/12-3/31/12 7:00AM-7:30AM
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 A WEEKLY HALF-HOUR MUSIC CENTRIC SHOW WITH A MAGAZINE FORMAT THAT HAS SEGMENTS FEATURING MAJOR AND INDEPENDENT ARTIST INTERVIEWS AND UNPLUGGED PERFORMANCES. ALSO FEATURED ARE "ELECTRO" ROSS BLOMGREN'S TUTORIALS AND HOW-TO'S, PRODUCER AND MUSIC EXECUTIVE TIPS, INTERNET HEROES, THE VAULT, WHICH HAS LEGENDARY ARTISTS, AND DISCUSSIONS ABOUT MUSIC AS IT PERTAINS TO FASHION AND POP CULTURE. THROUGH THIS PROGRAM, VIEWERS LEARN THE INS AND OUTS OF THE MUSIC BUSINESS AND THE INFLUENCE MUSIC HAS ON OUR CULTURE. BETA RECORDS TV WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).

Other Matters (10 of 12)	Response
Program Title	GINA D'S KIDS CLUB
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 1/7/12-3/31/12 7:00-7:30AM, 7:30-8:00AM AND 8:00-8:30AM
Total times aired at regularly scheduled time	39
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.	GINA D IS A FUN LOVING, POSITIVE ROLE MODEL WHO HAS THE DEMEANOR AND APPEARANCE OF A YOUNG TEACHER AND IS PLAYFUL IN HER APPROACH TO THE TARGET AUDIENCE. IN ADDITION TO PUPPETS AND ANIMATED CHARACTERS, GINA D IS SURROUNDED BY A GROUP OF WHIMSICAL CHARACTERS WHICH INCLUDE SIMON, MISS MUFFIN THE COOK, MR. POCKETS AND PIERRE. AS THE PROGRAM TAKES ON AN INTERACTIVE QUALITY THROUGH QUESTIONS AND REACTIONS FROM GINA TO A MULTI-CULTURALLY DIVERSE GROUP OF YOUNGSTERS WHO ARE SOMETIMES ON AND OFF CAMERA, SHE ATTAINS AND MAINTAINS THE ATTENTION OF YOUNG CHILDREN TO HELP FURTHER DEVELOP THEIR SELF-IMAGE, SOCIAL SKILLS, AS WELL AS MATH AND READING READINESS. VARIOUS THEMES THROUGHOUT THE PROGRAM MAY INCLUDE BIKE SAFETY, NOT TALKING TO STRANGERS AND STOPPING AT TRAFFIC LIGHTS. THROUGH DIFFERENT SCENARIOS AND EASILY LEARNED ORIGINAL SONGS, THESE LESSONS ARE IMPARTED TO THE TARGET AUDIENCE. GINA D'S KIDS CLUB WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3).

Other Matters (11 of 12)	Response
Program Title	MUSTARD PANCAKES
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 1/7/12-3/31/12 8:30AM-9:00AM AND 9:00AM-9:30AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES FEATURES THE GIFTED CAMPBELL AS HEAD OF A HOUSEHOLD THAT IS ALSO HOME TO OOGLEBERRY INK DOG, TINY TINA TEN TOES, MO AND THE LONE CAT, MR. D. UNDER CAMPBELL'S THOUGHTFUL AND TENDER CARE AND GUIDANCE, HER PETS DISCOVER THE WORLD AROUND THEM, GROW EMOTIONALLY AND FIND SOLUTIONS TO THEIR DAILY CHALLENGES. THE MUSIC-DRIVEN SHOW CELEBRATES THE JOY OF CHILDHOOD THROUGH THE POWER OF MUSIC, STORYTELLING AND APPEALING CHARACTERS. THE SHOW'S NUTURING ENVIRONMENT FEATURES A CAST OF COLORFUL AND ADORABLE PUPPET CHARACTERS WHO SUPPORT EACH OTHER'S GROWTH AND WORK TOGETHER TO OVERCOME THE DAY-TO-DAY CHALLENGES ALL CHILDREN FACE. MUSTARD PANCAKES WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3).
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Other Matters (12 of 12)	Response
Program Title	CHILDREN TALK
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 1/7/12-3/31/12 9:30AM-10:00AM
Total times aired at regularly scheduled time	13
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.	CHILDREN TALK IS A SERIES WHERE CHILDREN TALK ABOUT WHAT THEY KNOW AND LEARN ABOUT WHAT THEY DON'T. FEATURING VENTRILOQUIST TAYLOR MASON, EACH EPISODE PROVIDES YOUNG VIEWERS WITH AN EDUCATIONAL EXPERIENCE BY VISITING A VARIETY OF LOCATIONS WITH HISTORICAL OR SCIENTIFIC SIGNIFICANCE. VISITS ARE COMBINED WITH PRACTICAL DEMONSTRATIONS AND USEFUL INFORMATION FOR BUILDING IMPORTANT LIFE SKILLS. THE SERIES ALSO INCLUDES AN INTERVIEW SEGMENT WHERE CHILDREN PARTICIPATE IN A QUESTION AND ANSWER SESSION ON WHAT THEY HAVE LEARNED. CHILDREN TALK WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3).

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>WDKA ACQUISITION CORPORATION</p>

Attachments

No Attachments.