



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-126900** | Submit Date: **01/09/2012** | Call Sign: **KAMR-TV** | Facility ID: **8523**  
City: **AMARILLO** | State: **TX**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**01/09/2012** | Filing Status: **Active**

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## 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	NBC
	Nielsen DMA	Amarillo
	Web Home Page Address	WWW.MYHIGHPLAINS.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(7)**

Digital Core Program (1 of 7)	Response
Program Title	Pet.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	saturdays at 7:30 am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.
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	Pet.TV
List date and time rescheduled	11/26/2011 8am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-11-19
Episode #	11/19/2011 Just Ask the Pet Vet
Reason for Preemption	Sports

Digital Core Program (2 of 7)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 9 am

Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.
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	TURBO DOGS
List date and time rescheduled	11/27/2011 12pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	11/19/2011/TDO126

Digital Core Program (3 of 7)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 9:30 am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the Inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.</p>
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	SHELLDON
List date and time rescheduled	11/27/2011 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	11/19/2011/SHL010
Reason for Preemption	Sports

Digital Core Program (4 of 7)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 10 am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle, and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.
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	THE MAGIC SCHOOL BUS
List date and time rescheduled	11/27/2011 1pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	11/19/2011/MSB413
Reason for Preemption	Sports

Digital Core Program (5 of 7)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 10:30 am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
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	BABAR
List date and time rescheduled	11/27/2011 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	11/19/2011/BAR205
Reason for Preemption	Sports

Digital Core Program (6 of 7)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 11 am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
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	WILLA'S WILD LIFE
List date and time rescheduled	11/27/2011 11am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	11/19/2011/WIL012
Reason for Preemption	Sports

Digital Core Program (7 of 7)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 11:30 am

Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva, Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.
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	PEARLIE
List date and time rescheduled	11/27/2011 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	11/19/2011/PEA107

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Reason for Preemption

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Sports

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**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	mark mckay
Address	1015 s fillmore st
City	amarillo
State	TX
Zip	79101
Telephone Number	806-383-3321
Email Address	mark.mckay@kamr.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 More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.



**Other Matters (7)**

<b>Other Matters (1 of 7)</b>		<b>Response</b>
Program Title		Pet.TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		saturdays at 7:30 am
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Pet.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only. features the usual domestic household pets but the unusual exotic pets people love.

<b>Other Matters (2 of 7)</b>		<b>Response</b>
Program Title		TURBO DOGS
Origination		Network
Days/Times Program Regularly Scheduled		saturdays at 9 am
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		TURBO DOGS is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

<b>Other Matters (3 of 7)</b>		<b>Response</b>
Program Title		SHELLDON

Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 9:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
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<b>Other Matters (4 of 7)</b>	<b>Response</b>
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 10 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle, and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.
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**Other Matters (5 of 7)**

**Response**

Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 10:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
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**Other Matters (6 of 7)**

**Response**

Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	saturdays at 11 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
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**Other Matters (7 of 7)**

**Response**

Program Title	PEARLIE
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Origination	Network
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Days/Times Program Regularly Scheduled	saturdays at 11:30 am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	4 years to 8 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlle is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlle learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva, Saphira. Fortunately, Pearlle rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlle because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.
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**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>nexstar broadcasting, inc</b></p>

## Attachments

No Attachments.