



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003742632** | File Number: **CPR-122707** | Submit Date: **07/11/2011** | Call Sign: **KBCW** | Facility ID: **69619** | City: **SAN FRANCISCO** | State: **CA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/11/2011** | Filing Status: **Active**

## Report reflects information for : Second 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	CW
	Nielsen DMA	San Fran-Oakland-San Jose
	Web Home Page Address	www.cwbayarea.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	3.0
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?	No

**Digital Core Programs(6)**

<b>Digital Core Program (1 of 6)</b>	<b>Response</b>
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00-7:30 A.M.
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 6)</b>	<b>Response</b>
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30-8:00 A.M.

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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 6)</b>	<b>Response</b>
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:00-12:30 P.M.
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 concept for "Real Life 101" is bold yet simple. Real life jobs and careers are explored in an energetic style as an education and information (E/I) presentation for teenage viewers. The careers and the people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. The co-host format allows for an interchange of questions and answers adding viewer stimulation and insight.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 6)</b>		<b>Response</b>
Program Title	Whaddyado!	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday, 12:30-1:00 P.M.	
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.	"Whaddyado!" is a weekly half-hour educational series which chronicles real-life stories surrounding ordinary teams who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, "Whaddyado!" skillfully documents the event, interviews the participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential life situations.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (5 of 6)</b>	<b>Response</b>
Program Title	Made in Hollywood/Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:30-11:00 A.M.
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.	Behind-the-scenes look at various jobs in the entertainment industry, focused on educating young adults on how to get into the business, and what it takes to succeed. Features interviews and footage with the on-air talent and all those who work off-screen.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 6)</b>	<b>Response</b>
Program Title	Mystery Hunters
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 11:00-11:30 A.M.
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.	"Mystery Hunters" sets out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the "Mystery Hunters" uses science and reasoning to try to uncover the truth. The program teaches middle school and early high school students how to gather facts, meet with experts, debunk common myths, and offer explanations for legends. "Mystery Hunters" is an award-winning series on the paranormal, the supernatural, and, by extension, the incredible. Two real-life teenage mystery hunters, along with scientist/skeptic/magician Doubling Dave scour the world in search of unexplained phenomena ranging from who built Stonehenge and what does it do, to whether the dinosaurs could have been wiped out by an asteroid, to whether King Tut's tomb is cursed, and how and when was the sphinx built?
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	Rosemary Roach
Address	855 Battery Street
City	San Francisco
State	CA
Zip	94111
Telephone Number	415.765.8779
Email Address	roach@kpix. cbs.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.	

**Other Matters (6)**

<b>Other Matters (1 of 6)</b>	<b>Response</b>
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00-7:30 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.

<b>Other Matters (2 of 6)</b>	<b>Response</b>
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30-8:00 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.

<b>Other Matters (3 of 6)</b>	<b>Response</b>
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Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:00-12:30 P.M.
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 concept for "Real Life 101" is bold yet simple. Real life jobs and careers are explored in an energetic style as an education and information (E/I) presentation for teenage viewers. The careers and the people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. The co-host format allows for an interchange of questions and answers adding viewer stimulation and insight.

**Other Matters (4 of 6)**

**Response**

Program Title	Whaddyado!
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:30-1:00 P.M.
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.	"Whaddyado!" is a weekly half-hour educational series which chronicles real-life stories surrounding ordinary teams who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, "Whaddyado!" skillfully documents the event, interviews the participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential life situations.

**Other Matters (5 of 6)**

**Response**

Program Title	Made in Hollywood/Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:30-11:00 A.M.
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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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Behind-the-scenes look at various jobs in the entertainment industry, focused on educating young adults on how to get into the business, and what it takes to succeed. Features interviews and footage with the on-air talent and all those who work off-screen.

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**Other Matters (6 of 6)**

**Response**

Program Title    Mystery Hunters

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Origination        Syndicated

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Days/Times        Sunday, 11:00-11:30 A.M.  
Program  
Regularly  
Scheduled

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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                13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

"Mystery Hunters" sets out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the "Mystery Hunters" uses science and reasoning to try to uncover the truth. The program teaches middle school and early high school students how to gather facts, meet with experts, debunk common myths, and offer explanations for legends. "Mystery Hunters" is an award-winning series on the paranormal, the supernatural, and, by extension, the incredible. Two real-life teenage mystery hunters, along with scientist/skeptic/magician Doubling Dave scour the world in search of unexplained phenomena ranging from who built Stonehenge and what does it do, to whether the dinosaurs could have been wiped out by an asteroid, to whether King Tut's tomb is cursed, and how and when was the sphinx built?

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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>San Francisco Television Station KBCW Inc.</b></p>



## Attachments

No Attachments.