



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006335509** | File Number: **CPR-119889** | Submit Date: **04/08/2011** | Call Sign: **KPIC** | Facility ID: **61551** | City: **ROSEBURG** | State: **OR**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/08/2011** | Filing Status: **Active**

Report reflects information for : First 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	CBS
	Nielsen DMA	Eugene
	Web Home Page Address	www.kpic.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	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(15)

Digital Core Program (1 of 15)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7-7:30AM 1/1-1/29/11, 8-8:30AM 2/5-3/26/11
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	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 15)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7:30-8AM 1/1-1/29/11
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	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	SABRINA'S SECRET LIFE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8-8:30AM 1/1-1/29/11
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 15)

Response

Program Title	SABRINA: THE ANIMATED SERIES
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Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8:30-9AM 1/1-1/29/11
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 15)

Response

Program Title	BUSYTOWN MYSTERIES - I
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 9-9:30AM 1/1-1/29/11, 7-7:30AM 2/5-3/26/11
Total times aired at regularly scheduled time	12
Total times aired	13
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.
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	BUSYTOWN MYSTERIES - I
List date and time rescheduled	SUNDAY 1/30/11 5-5:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	
Episode #	SATURDAY 1/29/11
Reason for Preemption	Sports

Digital Core Program (6 of 15) Response	
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30-10AM 1/1-1/29/11, SATURDAY 7:30-8AM 2/5-3/26/11
Total times aired at regularly scheduled time	12
Total times aired	13
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.

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

Questions	Response
Title of Program	BUSYTOWN MYSTERIES - II
List date and time rescheduled	SUNDAY 1/30/11 5:30-6PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 1/29/11
Reason for Preemption	Sports

Digital Core Program (7 of 15)	Response
Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8:30-9AM 2/5-3/26/11
Total times aired at regularly scheduled time	8
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 15)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9-9:30AM 2/5-3/26/11
Total times aired at regularly scheduled time	4
Total times aired	8
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
Length of Program	30 mins

Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in a spectacular countryside that houses a farm called Horseland. Each of the main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serves to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.
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	HORSELAND - I
List date and time rescheduled	SUNDAY 3/6/11 5-5:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/5/11
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	HORSELAND - I
List date and time rescheduled	SUNDAY 3/20/11 5-5:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/19/11
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
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Title of Program	HORSELAND - I
List date and time rescheduled	SUNDAY 2/27/11 5-5:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 2/26/11
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	HORSELAND - I
List date and time rescheduled	SUNDAY 3/13/11 5-5:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/12/11
Reason for Preemption	Sports

Digital Core Program (9 of 15)		Response
Program Title	HORSELAND - II	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 9:30-10AM 2/5-3/26/11	
Total times aired at regularly scheduled time	3	
Total times aired	8	
Number of Preemptions	5	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	5	
Length of Program	30 mins	

Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in a spectacular countryside that houses a farm called Horseland. Each of the main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serves to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital channel.
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	HORSELAND - II
List date and time rescheduled	SUNDAY 3/13/11 5:30-6PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/12/11
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	HORSELAND - II
List date and time rescheduled	SUNDAY 2/13/11 5:30-6PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 2/12/11
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
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Title of Program	HORSELAND - II
List date and time rescheduled	SUNDAY 2/27/11 5:30-6PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 2/26/11
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	HORSELAND - II
List date and time rescheduled	SUNDAY 3/6/11 5:30-6PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/5/11
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	HORSELAND - II
List date and time rescheduled	SUNDAY 3/20/11 5:30-6PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/19/11
Reason for Preemption	Sports

Digital Core Program (10 of 15)	Response
Program Title	GREEN SCREEN ADVENTURES (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7-7:30AM
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures teaches children critical writing skills through improvisations, storytelling, and story theatre in this fun, informational and educational program. This program aired on the multicast digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)	Response
Program Title	BUSYTOWN MYSTERIES (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7:30-8AM
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the multicast digital channel.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 15)	Response
Program Title	THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8-8:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program aired on the multicast digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 15)	Response
Program Title	THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 8:30-9AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program aired on the multicast digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 15)	Response
Program Title	CAKE (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9-9:30AM
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cake is a live action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-social concepts. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose. This program aired on the multicast digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 15)		Response
Program Title	DANCE REVOLUTION (ThisTV Network)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 9:30-10AM	
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	10 years to 12 years	

<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p>	<p>Teens and tweens bring their freshest moves to Dance Revolution, the sensational dance competition where teams of dancers incorporate innovative moves into their existing choreography and create 'revolutionary' new routines. Hosted by popular DJ Rick, kid-friendly celebrity judges determine the winners as the dance crews perform to the juicy sounds of the Dance Revolution band, the Slumber Party Girls. Find out who takes home the Grand Prize of a \$20,000 scholarship. This program aired on the multicast digital channel.</p>
<p>Does the Licensee identify the program by displaying throughout the program the symbol E/I?</p>	<p>Yes</p>

Non-Core Educational and Informational Programming (6)

Non-Core Educational and Informational Programming (1 of 6)	Response
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAY 10-10:30AM 1/1/11
Total times aired at regularly scheduled time:	1
Number of Preemptions	0
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.	Awesome Adventures is designed to educate, inform and entertain children 16 years of age and under about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The above is not designed to be preachy or pedantic, but rather, the goal is to make the learning fun. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 6)	Response
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAY 11-11:30AM 1/1/11
Total times aired at regularly scheduled time:	1
Number of Preemptions	0

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 About Animals is a weekly half hour animal magazine. This program's objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well as educate them further about animals they see every day. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	
Non-Core Educational and Informational Programming (3 of 6)	
	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAY 12:30-1PM 1/1/11
Total times aired at regularly scheduled time:	1
Number of Preemptions	0
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 half hour weekly educational series designed to educate, inform, inspire and entertain children about the world around them. Each episode is an educational life lesson, based in reality, intended to prepare young people for potential situations through dramatic re-enactments that could easlily crop up at any time, anywhere. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel.

Does the program have educating and informing children ages 16 and under as a significant purpose?

Yes

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?

Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (4 of 6)

Response

Program Title

WHADDYADO

Origination

Syndicated

Days/Times Program Regularly Scheduled:

SUNDAY 4-4:30PM 1/9, 2/6, 2/13, 2/27/11

Total times aired at regularly scheduled time:

4

Number of Preemptions

0

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 half hour weekly educational series designed to educate, inform, inspire and entertain children about the world around them. Each episode is an educational life lesson, based in reality, intended to prepare young people for potential situations through dramatic re-enactments that could easlily crop up at any time, anywhere. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel.

Does the program have educating and informing children ages 16 and under as a significant purpose?

Yes

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?

Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (5 of 6)

Program Title AWESOME ADVENTURES

Origination Syndicated

Days/Times Program Regularly Scheduled: SUNDAY 4:30-5PM 1/9, 2/6-2/20, 3/6, 3/20/11

Total times aired at regularly scheduled time: 6

Number of Preemptions 0

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. Awesome Adventures is designed to educate, inform and entertain children 16 years of age and under about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The above is not designed to be preachy or pedantic, but rather, the goal is to make the learning fun. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel.

Does the program have educating and informing children ages 16 and under as a significant purpose? Yes

Does the Licensee identify the program by displaying throughout the program the symbol E/I? Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (6 of 6)	Response
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAY 5:30-6PM 1/2, 1/16, 2/6, 2/20, 3/27/11
Total times aired at regularly scheduled time:	5
Number of Preemptions	0
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 About Animals is a weekly half hour animal magazine. This program's objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well as educate them further about animals they see every day. This program is designed to further the educational and informational needs of children, and has educating and informing children as a significant purpose. This program aired on the main digital channel.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

**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	PAUL GREENE
Address	4575 BLANTON ROAD
City	EUGENE
State	OR
Zip	97405
Telephone Number	541-342- 4961
Email Address	greene@kval. 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 (12)

Other Matters (1 of 12)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7-7:30AM
Total times aired at regularly scheduled time	13
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.	Inspired by the beloved works of best-selling children's author, Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel.

Other Matters (2 of 12)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7:30-8AM
Total times aired at regularly scheduled time	13
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.	Inspired by the beloved works of best-selling children's author, Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel.
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Other Matters (3 of 12)

Response

Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAY 8-8:30AM
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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	3 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.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel.
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Other Matters (4 of 12)

Response

Program Title	TROLLZ
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAY 8:30-9AM
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel.

Other Matters (5 of 12)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9-9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in a spectacular countryside that houses a farm called Horseland. Each of the main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serves to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel.

Other Matters (6 of 12)		Response
Program Title	HORSELAND - II	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 9:30-10AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	9 years to 11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in a spectacular countryside that houses a farm called Horseland. Each of the main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serves to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the main digital channel.	

Other Matters (7 of 12)		Response
Program Title	GREEN SCREEN ADVENTURES (ThisTV Network)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 7-7:30AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	7 years to 13 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures teaches children critical writing skills through improvisations, storytelling, and story theatre in this fun, informational and educational program. This program airs on the multicast digital channel.	

Other Matters (8 of 12)		Response
Program Title	BUSYTOWN MYSTERIES (ThisTV Network)	
Origination	Network	

Days/Times	SATURDAY 7:30-8AM
Program	
Regularly	
Scheduled	

Total times	13
aired at	
regularly	
scheduled	
time	

Length of	30 mins
Program	

Age of	3 years to 7 years
Target Child	
Audience	
from	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program airs on the multicast digital channel.
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Other Matters (9 of 12)	Response
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Program Title	THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network)
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Origination	Network
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Days/Times Program	SATURDAY 8-8:30AM
Regularly Scheduled	

Total times aired at	13
regularly scheduled time	

Length of Program	30 mins
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Age of Target Child	2 years to 5 years
Audience from	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program airs on the multicast digital channel.
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Other Matters (10 of 12)	Response
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Program Title	THE BUSY WORLD OF RICHARD SCARRY (ThisTV Network)
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Origination	Network
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Days/Times Program	SATURDAY 8:30-9AM
Regularly Scheduled	

Total times aired at	13
regularly scheduled time	

Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry, which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. This program airs on the multicast digital channel.

Other Matters (11 of 12)	
	Response

Program Title	CAKE (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9-9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cake is a live action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-social concepts. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose. This program airs on the multicast digital channel.
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Other Matters (12 of 12)	
	Response

Program Title	DANCE REVOLUTION (ThisTV Network)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30-10AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	10 years to 12 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teens and tweens bring their freshest moves to Dance Revolution, the sensational dance competition where teams of dancers incorporate innovative moves into their existing choreography and create 'revolutionary' new routines. Hosted by popular DJ Rick, kid-friendly celebrity judges determine the winners as the dance crews perform to the juicy sounds of the Dance Revolution band, the Slumber Party Girls. Find out who takes home the Grand Prize of a \$20,000 scholarship. This program airs on the multicast digital channel.
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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>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>SOUTH WEST OREGON TV BROADCASTING CORP.</p>

Attachments

No Attachments.