



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0028358455** | File Number: **CPR-178286** | Submit Date: **01/10/2016** | Call Sign: **KCWI-TV** | Facility ID: **51502** |

City: **AMES** | State: **IA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

01/10/2016 | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2015**

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	Des Moines-Ames
	Web Home Page Address	www.KCWI23.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	5.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00 a.m., & 7:30 a.m. (10/3-12/26/15)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients. Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Dog Town
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00 a.m. (10/3-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Town follows the stories of orphaned, unwanted, or problem dogs who find their way to Best Friends Animal Society. They are rehabilitated by volunteers and employees for adoption or spend the rest of their lives in foster care at the Dog Town facility. Viewers learn proper treatment of animals , volunteerism and social responsibility.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)		Response
Program Title		Dog Whisperer
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays 8:30 a.m., 9:00 a.m., 9:30 a.m., & 10:00 a.m. (10/3-12/26/15)
Total times aired at regularly scheduled time		52
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.		In this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (4 of 6)		Response
Program Title		Save Our Shelter
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays 10:30 a.m. (10/3-12/26/15)

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program focuses on the rescue of animal shelters and pets in need across America. With the help of local community members, the program helps transform rundown shelters into highly functioning pet showplaces in the hopes that a new facade will ultimately result in more adoptions and more lives saved. Children learn about the need for pet adoption throughout the United States, providing a clean and well-equipped home is essential to a pet's healthy lifestyle, and will demonstrate the proper care of pets.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	Hatched
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00 a.m. (10/3-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features how teens can successfully pursue their entrepreneurial dreams. Each week, a team of business leaders teaches basic, but critical skills needed to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies. Hatched helps teens develop confidence and business savvy and brings young entrepreneurs to the table encouraging them to step up and seize their dreams.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	Response
Program Title	Dream Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30 a.m. (10/3-12/26/15)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a floating classroom. The captain and crew take children on an interactive learning voyage. In each episode, children may learn about the world's oceans, marine life, ecology and careers in science.
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	Ted Stephens
Address	500 SW 7th St., Suite 300
City	Des Moines
State	IA
Zip	50309
Telephone Number	515-283-2323
Email Address	tstephens@kcwi23.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.	KCWI continued to serve the educational, informational, and social needs of children throughout the 4th quarter 2015 through extensive broadcast and outreach activities. The station has continued to air PSAs for local and national organizations serving the interests of children and families.

Other Matters (6)

Other Matters (1 of 6)	Response
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Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00 a.m. & 7:30 a.m. (1/2-3/26/16)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (2 of 6)	Response
Program Title	Dog Town
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00 a.m. (1/2-3/26/16)
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Length of Program	30 mins
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Other Matters (3 of 6)	Response
Program Title	Dog Whisperer
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30 a.m., 9:00 a.m., 9:30 a.m., & 10:00 a.m. (1/2-3/26/16)
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Origination	Network
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Other Matters (5 of 6)	Response
Program Title	Dream Quest
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Other Matters (6 of 6)	Response
Program Title	Hatched
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30 a.m. (1/2-3/26/16)
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features how teens can successfully pursue their entrepreneurial dreams. Each week, a team of business leaders teaches basic, but critical skills needed to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies. Hatched helps teens develop confidence and business savvy and brings young entrepreneurs to the table encouraging them to step up and seize their dreams.

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>KCWI License, LLC</p>

Attachments

No Attachments.