



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-124577** | Submit Date: **10/07/2011** | Call Sign: **KSHB-TV** | Facility ID: **59444** |

City: **KANSAS CITY** | State: **MO**

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

10/07/2011 | Filing Status: **Active**

Report reflects information for : Third 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	Kansas City
	Web Home Page Address	www.kshb.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(13)

Digital Core Program (1 of 13)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is an animated show based on the books, Racer Dogs, by Bob Kilar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
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	07/10/2011 11:00am
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/02/2011/#TDO124
Reason for Preemption	Sports

Digital Core Program (2 of 13)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

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	Sheldon
List date and time rescheduled	07/10/2011 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/02/2011/#SHL003
Reason for Preemption	Sports

Digital Core Program (3 of 13)	Response
Program Title	Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research.
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	Magic School Bus
List date and time rescheduled	07/10/2011 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/02/2011/#MSB304
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Magic School Bus
List date and time rescheduled	09/18/2011 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/17/2011/#MSB402
Reason for Preemption	Sports

Digital Core Program (4 of 13)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:30am

Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is 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	07/10/2011 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/02/2011/#BAR113
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Babar
List date and time rescheduled	09/18/2011 11:00am
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/17/2011/#BAR210
Reason for Preemption	Sports

Digital Core Program (5 of 13)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:00pm
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is based on the book An Octopus Followed Me Home, by Dan Yaccarino, and is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

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	Willa's Wild Life
List date and time rescheduled	07/31/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/30/2011/#WIL004
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	09/18/2011 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/17/2011/#WIL013
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	07/10/2011 1:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/02/2011/#WIL013
Reason for Preemption	Sports

Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:30pm
Total times aired at regularly scheduled time	8
Total times aired	13
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is an animated comedy series based on the children's book series. Pearlie the Park Fairy by Wendy Harmer, Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgement and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully.
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	07/31/2011 11:30am

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/30/2011/#PEA109
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	07/10/2011 1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/02/2011/#PEA106
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	08/28/2011 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/27/2011/#PEA107
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	09/18/2011 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/17/2011/#PEA112
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pearlie

List date and time rescheduled	09/25/2011 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/24/2011/#PEA111
Reason for Preemption	Sports

Digital Core Program (7 of 13)		Response
Program Title		Missing (Multicast)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SA 1:30pm
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.		Missing is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series which is appropriate for family viewing and children ages 13-16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer to peer advice on safety in public places and in cyber space, including real world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness, presented in a calm and non-threatening manner suited for teenagers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (8 of 13)	Response
Program Title	The Real Winning Edge (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 2:30pm
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 program is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. The program consists of three profiles of young achievers introduced by 3 celebrities in their particular sport or talent.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 13)	Response
Program Title	Marty Stouffer's Wild America (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 3:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series helps familiarize children with the animals of the North American continent. The main emphasis is on protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 13)		Response
Program Title		SWAP TV (Multicast)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SU 1:30pm
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 about twwo teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (11 of 13)		Response
Program Title		Whaddayado (Multicast)
Origination		Syndicated

Days/Times Program Regularly Scheduled	SU 2:30pm ending 08/28/2011
Total times aired at regularly scheduled time	9
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 designed to educate, inform, inspire and entertain teens about the world around them. Each episode is an educational life-lesson, based on reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. It chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Then various experts will explain what the proper reaction should be when faced with these situations in an effort to help young people make the right decision at the right moment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 13)	Response
Program Title	Laurie McKenzie Traveler
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 2:30pm starting 09/14/2011
Total times aired at regularly scheduled time	4
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 show offers entertaining, safe, educational and informational programming appropriate for general audiences of all ages, including children under 16. Through the use of on-site stand-ups, voice over monologues, environmental b-roll and pop up "Travel Tips", the program provides an educational journey to significant destinations around the world. Educational components are geography, history, social environment, action and adventure, arts and entertainment, interviews with political leaders, transportation and more.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 13)	Response
Program Title	Pets.TV (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 3:30pm
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 program showcases pets from everyday to the unique with educational information that shares how they evolved to become pets and their geographic origins. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)	Response
Program Title	Jeopardy!: Teen Tournament
Origination	Syndicated
Days/Times Program Regularly Scheduled:	M-F 4:30pm
Total times aired at regularly scheduled time:	10
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.	A panel of three teens ages 13 to 17 compete to answer age appropriate questions on a variety of topics, from geography to literature to music. The programs encourage young viewers to address the issues along with the panel which educates them in a variety of academic and cultural subjects.
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?	No
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?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 3)	Response
Program Title	Jeopardy!: Kids Week
Origination	Syndicated
Days/Times Program Regularly Scheduled:	M-F 4:30pm
Total times aired at regularly scheduled time:	5
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	10 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A panel of three kids ages 10 to 12 compete to answer age-appropriate questions on a variety of topics, from geography to literature to music. The programs encourages young viewers to address the issues along with the panel which educates them in a variety of academic and cultural subjects.
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?	No
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?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 3)	Response
Program Title	Jeopardy!: Kids Week
Origination	Syndicated
Days/Times Program Regularly Scheduled:	M-TU 4:40pm
Total times aired at regularly scheduled time:	2
Number of Preemptions	-1
Length of Program	30 mins
Age of Target Child Audience	10 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A panel of three kids ages 10 to 12 compete to answer age-appropriate questions on a variety of topics, from geography to literature to music. The programs encourages young viewers to address the issues along with the panel which educates them in a variety of academic and cultural subjects.
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?	No
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?	No

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	Michele Wilinski
Address	4720 Oak Street
City	Kansas City
State	MO
Zip	64112
Telephone Number	(816) 932-4121
Email Address	wilinski@nbcactionnews.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	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is an animated show based on the books, Racer Dogs, by Bob Kilar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Other Matters (2 of 12)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each epeisode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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Other Matters (3 of 12)	Response
Program Title	Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research.

Other Matters (4 of 12)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is 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 persistant 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.

Other Matters (5 of 12)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is based on the book An Octopus Followed Me Home, by Dan Yaccarino, and is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.
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Other Matters (6 of 12)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:30pm

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Is an animated comedy series based on the children's book series. Pearlie the Park Fairy by Wendy Harmer, Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgement and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully.

Other Matters (7 of 12)	Response
Program Title	Missing (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 1:30pm
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.	Missing is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series which is appropriate for family viewing and children ages 13-16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer to peer advice on safety in public places and in cyber space, including real world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness, presented in a calm and non-threatening manner suited for teenagers.

Other Matters (8 of 12)	Response
Program Title	The Real Winning Edge (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 2:30pm

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 program is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. The program consists of three profiles of young achievers introduced by 3 celebrities in their particular sport or talent.

Other Matters (9 of 12)	Response
Program Title	Marty Stouffer's Wild America (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 3:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series helps familiarize children with the animals of the North American continent. The main emphasis is on protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species.

Other Matters (10 of 12)	Response
Program Title	SWAP TV (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 1:30pm
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 is about two teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life.

Other Matters (11 of 12)	Response
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Program Title	Laura McKenzie Traveler (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 2:30pm
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 show offers entertaining, safe, educational and informational programming appropriate for general audiences of all ages, including children under 16. Through the use of on-site stand-ups, voice over monologues, environmental b-roll and pop up "Travel Tips", the program provides an educational journey to significant destinations around the world. Educational components are geography, history, social environment, action and adventure, arts and entertainment, interviews with political leaders, transportation and more.

Other Matters (12 of 12)	Response
Program Title	Pets.TV (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 3:30pm
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 program showcases pets from everyday to the unique with educational information that shares how they evolved to become pets and their geographic origins. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

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>Scripps Media, Inc.</p>

Attachments

No Attachments.