



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003611969** | File Number: **CPR-132129** | Submit Date: **07/09/2012** | Call Sign: **KMAX-TV** | Facility ID: **51499**
City: **SACRAMENTO** | State: **CA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/09/2012 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2012**

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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

**Contact
Representatives
(0)**

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**Children's
Television
Information**

| Section | Question | Response |
|--------------|-----------------------|--------------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | CW |
| | Nielsen DMA | Sacramento-Stock-Modesto |
| | Web Home Page Address | www.cw31.com |

**Digital Core
Programming**

| Question | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream | 4.0 |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream | 0.0 |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671: | 0.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | No |

Digital Core Programs(6)

| Digital Core Program (1 of 6) | Response |
|--|---|
| Program Title | Mystery Hunters |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat. 3:00pm - 4/7/12, Sat. 4:00pm - 4/14-6/30/12 |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Mystery Hunters is a children's program that is innovative and empowering. Through critical observation, analytical thinking and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography and international customs. Regular kids with inquisitive minds travel the globe to investigate the sites and delve into the tales which have baffled people throughout the ages, i.e., the Loch Ness Monster, a smelly mummy, searching for Princess Anastasia and learning the true story of King Tut. They gather facts and meet the experts debunking common myths and offering explanations for legends, spooky stories and unexplained phenomena. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| | |
|--|--|
| Program Title | Made in Hollywood: Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat. 3:30pm - 4/7/12, Sat. 4:30pm - 4/14-6/30/12 |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| 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. | Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. |
| 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 | Whaddyado |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun. 11:00am - 4/1/12, 11:30am - 4/8-6/30/12 |
| 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. | Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Real footage and reenactments mix with teen-on-the-street interview and expert opinions. |
| 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 | Real Life 101 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun. 11:30am - 4/1/12, 12:00pm - 4/8-6/30/12 |
| 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. | Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital look at what it would really be like and what it takes to choose a particular profession. |
| 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 | | Wild America |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Sun. 12:00pm - 4/1/12, 12:30pm - 4/8-6/30/12 |
| 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. | | A series that explores the many and varied wildlife found across the United States. |
| 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 | | Cubix: Robots for Everyone |
| Origination | | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Sat. 10:00am and 10:30am, 4/7/12, Sat. 11:00am and 11:30am, 4/14-6/30/12 |
| 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 | 6 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. |
| 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 | Cynde Bloom |
| Address | 2713 KOVR Drive |
| City | West Sacramento |
| State | CA |
| Zip | 95605 |
| Telephone Number | 916-374-1445 |
| Email Address | cbloom@kmaxtv.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. | During the second quarter of 2012, KMAX continued to air PSAs targeting children and young teens that addressed drug prevention and on-line exploitation. |

Other Matters (6)

| Other Matters (1 of 6) | Response |
|--|--|
| Program Title | Cubix: Robots for Everyone |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat. 11:00am and 11:30am |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. |

| Other Matters (2 of 6) | Response |
|---|----------------------|
| Program Title | Mystery Hunters |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat. 4:00pm |
| 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. | Mystery Hunters is a children's program that is innovative and empowering. Through critical observation, analytical thinking and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography and international customs. Regular kids with inquisitive minds travel the globe to investigate the sites and delve into the tales which have baffled people throughout the ages, i.e., the Loch Ness Monster, a smelly mummy, searching for Princess Anastasia and learning the true story of King Tut. They gather facts and meet the experts debunking common myths and offering explanations for legends, spooky stories and unexplained phenomena. |
|--|---|

| Other Matters (3 of 6) | Response |
|--|--|
| Program Title | Made in Hollywood - Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat. 4:30pm |
| 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. | Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. |

| Other Matters (4 of 6) | Response |
|--|--|
| Program Title | Whaddyado |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun. 11:30am |
| Total times aired at regularly scheduled time | 14 |
| 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. | Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Real footage and reenactments mix with teen-on-the-street interview and expert opinions. |

| Other Matters (5 of 6) | Response |
|---|----------------------|
| Program Title | Real Life 101 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun. 12:00pm |
| Total times aired at regularly scheduled time | 14 |
| 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. | Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital look at what it would really be like and what it takes to choose a particular profession. |
|--|--|

| Other Matters (6 of 6) | Response |
|--|---|
| Program Title | Wild America |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun. 12:30pm |
| Total times aired at regularly scheduled time | 14 |
| 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. | A series that explores the many and varied wildlife found across the United States. |

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>Sacramento Television Stations Inc.</p> |

Attachments

No Attachments.