



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0005047105** | File Number: **CPR-123035** | Submit Date: **07/11/2011** | Call Sign: **KRCW-TV** | Facility ID: **10192** |

City: **SALEM** | State: **OR**

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

07/11/2011 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

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	Portland OR
	Web Home Page Address	www.nw32.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	336.0
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:	6.0
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(9)

Digital Core Program (1 of 9)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7a & 7:30a, 4/2-6/25/11
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.1] By focusing on the thrilling adventures of Tony, Edyn and Strag, and the other forces for good in their battle with evil, "Magi-Nation" provides young viewers with a non-threatening arena wherein they may observe and learn from the actions of others. The series seeks to help young viewers to thoughtfully assess situations and logically set appropriate and responsible goals, and to develop techniques associated with critical thinking and creativity in decision-making and problem solving with which to act. Magi-Nation teaches viewers to accept and appreciate unique abilities and insights in themselves and others, and to employ teamwork to capitalize on individual strengths and to overcome individual weaknesses. The program may increase viewers' core knowledge base and appreciation of the world around us by presenting information relating to mathematics, language, earth science, ecology, botany, geography and meteorology.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday & Friday, 7:00a, 4/1-6/27/11
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.	[32.1] Eco Company explores all aspects of being green and understanding how our actions impact the world. The E-Co team finds out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally, each week the show provides practical tips that teens and people of all ages can use in their daily lives. Friday episode is repeat of episode that airs Monday two weeks earlier.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 9)	Response
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Program Title	MadAbout
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7:00a, 4/5-6/28/11
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.1] MadAbout conveys important messages related to financial literacy, nutrition, earth science, ecology, health, life skills and fitness that tie to state and national education standards. MadAbout explores being "green" and understanding how our actions impact the world. The MadAbout team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. The program also uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the MadAbout cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 9) Response	
Program Title	Career Day

Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, 7:00a, 4/6-6/29/11
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.1] Career Day introduces young adults to career exploration and awareness, providing an avenue to view experts in their respective fields as they discuss their work, the education/training required to prepare for the job, and experiences that led them to choose their career. As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow's Workplace, "Middle school is an ideal age at which to expose students to the challenging world of work." The program's motivational and inspirational message, as offered by each guest, empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion, and encourage post-secondary education.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 9)		Response
Program Title		Young Icons
Origination		Syndicated

Days/Times Program Regularly Scheduled	Thursday, 7:00a, 4/7-6/30/11
Total times aired at regularly scheduled time	13
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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.	[32.1] Young Icons offers a glimpse inside the lives of the brightest and the best of America's youth, including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. Each episode seeks to inspire young viewers by sharing the stories of extraordinary young people who are making a real difference in the world, and demonstrates that children really can accomplish amazing things.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 9)		Response
Program Title	Planet X	
Origination	Network	
Days/Times Program Regularly Scheduled	Monday-Wednesday, 8a & 8:30a, 4/4-5/4/11 & 5/30-6/29/11; 10a & 10:30a, 5/9-5/25/11	
Total times aired at regularly scheduled time	76	
Total times aired	78	
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	13 years to 16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.3 - USN] "Planet X" seeks to educate young viewers by mixing action and extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) and regular travel and cultural experiences via foreign adventure feature shows all around the world.
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	Planet X
List date and time rescheduled	6/28 @ 7:30a on 32.1
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 #	6/6 (8:00a) - #4SH09627
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	Planet X
List date and time rescheduled	6/29 @ 7:30a on 32.1
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 #	6/6 (8:30a) - #4SH09628
Reason for Preemption	Other

Digital Core Program (7 of 9)	Response
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8a & 8:30a, 4/2-6/25/11
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.2 - Antenna TV] Critter Gitters features a non-violent, adventurous format designed to stimulate creativity, promote team work, and showcase moral dilemmas and social values. It's a search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and other diverse and colorful characters providing positive role models. Action and stimulating story lines combine with compelling situations along with kids' natural curiosity and love for animals.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 9)	Response
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9a & 9:30a, 4/2-6/25/11
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	9 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.2 - Antenna TV] Curiosity Quest explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9)		Response
Program Title		Mustard Pancakes
Origination		Network
Days/Times Program Regularly Scheduled		Saturday, 7a & 7:30a, 4/2-6/25/11
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		3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.2 - Antenna TV] Mustard Pancakes is designed to contribute to preschool children's social and emotional development, with a secondary focus on literacy and storytelling. Specifically, the series is built upon a substantive educational curriculum that addresses three primary goals: (1) To support and nurture a sense of self-esteem and self-efficacy among three-to-six-year-old children by encouraging them to demonstrate respect for themselves and others; (2) to foster the development of children's social and emotional skills by modeling age-appropriate strategies and behaviors, and (3) to stimulate children's interest in literacy and storytelling, encouraging them to express themselves creatively by sharing stories of their own. Growing from this foundation, every episode of the series conveys important socioemotional content regarding topics such as cooperation, diversity, respect for others, or coping with failure.
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	Greg Flock
Address	10255 SW Arctic Drive
City	Beaverton
State	OR
Zip	97005
Telephone Number	503-972-0740
Email Address	gflock@tribune.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.	Due to the end of analog broadcasts on 6/12/09, KRCW no longer has analog broadcasts, and therefore, the answer to 7(b) is "no." Due to transmission equipment failures, the entire KRCW signal was off the air for several hours during the morning of 6/6/11. Therefore, two "Planet X" E/I programs did not air as scheduled. Unfortunately, it was impossible for technical reasons for KRCW to "make good" the two program telecasts in the 32.2 signal at a later time. Accordingly, both "Planet X" episodes were "made good" on primary channel 32.1, as reported in answer to Question 10 above. KRCW produced a special 30-second promotional announcement that aired several times during the Monday 6/27 "Planet X" broadcasts (before the two makegoods occurred) to alert the audience to tune to KRCW 32.1 for the special showings of the two missed episodes. A list of educational PSAs for children, aired during this quarter, is located in the station's public inspection file.

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7a & 7:30a, 7/2-9/24/11
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.	[32.1] By focusing on the thrilling adventures of Tony, Edyn and Strag, and the other forces for good in their battle with evil, "Magi-Nation" provides young viewers with a non-threatening arena wherein they may observe and learn from the actions of others. The series seeks to help young viewers to thoughtfully assess situations and logically set appropriate and responsible goals, and to develop techniques associated with critical thinking and creativity in decision-making and problem solving with which to act. Magi-Nation teaches viewers to accept and appreciate unique abilities and insights in themselves and others, and to employ teamwork to capitalize on individual strengths and to overcome individual weaknesses. The program may increase viewers' core knowledge base and appreciation of the world around us by presenting information relating to mathematics, language, earth science, ecology, botany, geography and meteorology.

Other Matters (2 of 9)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday & Friday, 7:00a, 7/1-9/30/11
Total times aired at regularly scheduled time	27
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.	[32.1] Eco Company explores all aspects of being green and understanding how our actions impact the world. The E-Co team finds out about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally, each week the show provides practical tips that teens and people of all ages can use in their daily lives.
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Other Matters (3 of 9)	Response
Program Title	MadAbout
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7:00a, 7/5-9/27/11
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.	[32.1] MadAbout conveys important messages related to financial literacy, nutrition, earth science, ecology, health, life skills and fitness that tie to state and national education standards. MadAbout explores being "green" and understanding how our actions impact the world. The MadAbout team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. The program also uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the MadAbout cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.

Other Matters (4 of 9)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, 7:00a, 7/6-9/28/11

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.	[32.1] Career Day introduces young adults to career exploration and awareness, providing an avenue to view experts in their respective fields as they discuss their work, the education/training required to prepare for the job, and experiences that led them to choose their career. As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow's Workplace, "Middle school is an ideal age at which to expose students to the challenging world of work." The program's motivational and inspirational message, as offered by each guest, empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion, and encourage post-secondary education.

Other Matters (5 of 9)	Response
Program Title	Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday, 7:00a, 7/7-9/29/11
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.	[32.1] Young Icons offers a glimpse inside the lives of the brightest and the best of America's youth, including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. Each episode seeks to inspire young viewers by sharing the stories of extraordinary young people who are making a real difference in the world, and demonstrates that children really can accomplish amazing things.

Other Matters (6 of 9)	Response
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8a & 8:30a, 7/2-9/24/11
Total times aired at regularly scheduled time	26
Length of Program	30 mins

Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.2 - Antenna TV] Critter Gitters features a non-violent, adventurous format designed to stimulate creativity, promote team work, and showcase moral dilemmas and social values. It's a search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and other diverse and colorful characters providing positive role models. Action and stimulating story lines combine with compelling situations along with kids' natural curiosity and love for animals.

Other Matters (7 of 9)	Response
Program Title	Mustard Pancakes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7a & 7:30a, 7/2-9/24/11
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.2 - Antenna TV] Mustard Pancakes is designed to contribute to preschool children's social and emotional development, with a secondary focus on literacy and storytelling. Specifically, the series is built upon a substantive educational curriculum that addresses three primary goals: (1) To support and nurture a sense of self-esteem and self-efficacy among three-to-six-year-old children by encouraging them to demonstrate respect for themselves and others; (2) to foster the development of children's social and emotional skills by modeling age-appropriate strategies and behaviors, and (3) to stimulate children's interest in literacy and storytelling, encouraging them to express themselves creatively by sharing stories of their own. Growing from this foundation, every episode of the series conveys important socioemotional content regarding topics such as cooperation, diversity, respect for others, or coping with failure.

Other Matters (8 of 9)	Response
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9a & 9:30a, 7/2-9/24/11
Total times aired at regularly scheduled time	26
Length of Program	30 mins

Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[32.2 - Antenna TV] Curiosity Quest explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answers.
Other Matters (9 of 9)	
Program Title	Planet X
Origination	Network
Days/Times Program Regularly Scheduled	Monday-Wednesday, 8a & 8:30a, 7/4-9/28/11
Total times aired at regularly scheduled time	78
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.	[32.3 - USN] "Planet X" seeks to educate young viewers by mixing action and extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) and regular travel and cultural experiences via foreign adventure feature shows all around the world.

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>Tribune Broadcast Holdings, Inc., Debtor- in- Possession</p>

Attachments

No Attachments.