



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-120175** | Submit Date: **04/11/2011** | Call Sign: **KBVO** | Facility ID: **35909** | City: **LLANO** | State: **TX**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/11/2011** | Filing Status: **Active**

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## Report reflects information for : First Quarter of 2011

### General Information

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

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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**Contact  
Representatives  
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	MyNetwork
	Nielsen DMA	Austin TX
	Web Home Page Address	www.MyAustinTV.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(9)**

<b>Digital Core Program (1 of 9)</b>		<b>Response</b>
Program Title	PET.TV	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 7:00am	
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	8 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program provides educational and informational segments exposing the target audience of young viewers to everything pets. Pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

<b>Digital Core Program (2 of 9)</b>		<b>Response</b>
Program Title	SWAP.TV	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday/7:30am	
Total times aired at regularly scheduled time	13	

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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 lets kids spend two days in each other's lives. Watch as kids swap across the country, swap schools and swap cultures. They try new foods, learn new sports and even try new jobs. When kids swap lives and leave their regular routines, they always learn a lot about how other kids live and often discover new hobbies that they never knew even existed. They also learn a little about themselves. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. The series meets the educational and informational objectives of the FCC's Children's Programming requirements.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/8:00am
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	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals. Episode synopses are a part of this file.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 9)</b>	
	<b>Response</b>
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/8:30am
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.	This program is an Emmy Award winning science education program. Originally produced for public television, Dragonfly TV engages children, parents and teachers in accessible, hands-on science activities. Dragonfly TV is designed to appeal to children ages 13-16 from diverse ethnic, socioeconomic, and educational backgrounds and meets the educational and informational objectives of the FCC's Programming requirements. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. By modeling and celebrating children's science capabilities, Dragonfly TV shows that if kids can dream it, they can do it!
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	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/9:00am
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.	The program includes dog safety and care tips, as well as informative segments on dog breeds, habits, training and exercise also veterinary experts explain different issues affecting canines. Also included are recommended reading lists about dogs, and children are encouraged to use their writing and creative skills with essay and art contests.
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	Missing
Origination	Syndicated



Days/Times Program Regularly Scheduled	Saturday/9:30am
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	8 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life stories using various resources to help find the missing people. Episode synopses are a part of this file.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Core

#### Program (7 of 9) Response

Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:00am
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.	Jack Hanna Into the Wild is a live action television program designed to meet the educational and informational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. The beginning of each program includes a 15 second video billboard with the recommended rating TV-G E/I.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 9)</b>	<b>Response</b>
Program Title	Animal Exploration with Jarod
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Animal Exploration entertains, informs, and inspires viewers as Jarod interacts with creatures in unexpected ways. Jarod's unique perspective on creatures large and small is seen in episodes such as "Need for Speed," in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking and deadly resemblance to the velociraptor. Each week's show features a "Did You Know?" segment, enabling viewers to take away something from the show that they can use in their own backyards. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human/animal interaction in the face of an ever-changing world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (9 of 9)</b>	<b>Response</b>
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8:00am
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.	Mad About is a children's program that conveys important messages about Life Skills such as personal finance, health and nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.

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

Yes

**Non-Core  
Educational and  
Informational  
Programming (2)**

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Animal Exploration w/ Jarod
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 6:00am
Total times aired at regularly scheduled time:	13
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.	Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Animal Exploration entertains, informs, and inspires viewers as Jarod interacts with creatures in unexpected ways. Jarod's unique perspective on creatures large and small is seen in episodes such as "Need for Speed," in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking and deadly resemblance to the velociraptor. Each week's show features a "Did You Know?" segment, enabling viewers to take away something from the show that they can use in their own backyards. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human/animal interaction in the face of an ever-changing world.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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

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**Date and Time Aired:**

Questions	Response
Date Time	

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**Non-Core Educational and Informational Programming (2 of 2)**

**Response**

Program Title Eco Company

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Origination Syndicated

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Days/Times Saturday 6:30am  
Program Regularly Scheduled:

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Total times aired at regularly scheduled time: 13

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Number of Preemptions 0

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Length of Program 30 mins

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Age of Target Child Audience 13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being green and understanding how our actions impact the world. The Eco team learns 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 new 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, the show provides weekly practical tips that teens, and people of all ages can use in their daily lives. Eco Company uses the technique of peer reporting. The diverse and dynamic cast of teens who make up Eco Company combine their natural curiosity with their enthusiasm to report the informational stories to teens and their families. Each episode employs Eco Company members or hosts who conduct interviews of peers and adults, and experience firsthand demonstration and explanation of the topic. Eco Company's website can be easily accessed by parents and provides a clear description of the program and types of topics covered. It also provides a listing of the weekly episodes and topics aired on broadcast stations through the USA. Advanced notice of future episodes will also be available to parents and consumers by the website. Eco Company has been reviewed by educators in a variety of disciplines who have endorsed them as an educational resource for teens and satisfies the FCC's requirements for core Educational and Informational programming.

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

Yes

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

Yes

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

Yes

**Date and Time Aired:**

Questions	Response
Date Time	

**Sponsored Core  
Programming (0)**



**Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Rachel Steading
Address	908 W. MLK Blvd.
City	Austin
State	TX
Zip	78701
Telephone Number	512-476-3636
Email Address	rachel.steading@kxan.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.	The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: [ADD PROGRAMS NOT ON 398 THAT ARE AIMED AT CHILDREN SUCH AS CARTOONS]

**Other Matters (9)**

<b>Other Matters (1 of 9)</b>	<b>Response</b>
Program Title	Pet TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program provides educational and informational segments exposing the target audience of young viewers to everything pets. Pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.

<b>Other Matters (2 of 9)</b>	<b>Response</b>
Program Title	Swap TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/7:30AM
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 lets kids spend two days in each other's lives. Watch as kids swap across the country, swap schools and swap cultures. They try new foods, learn new sports and even try new jobs. When kids swap lives and leave their regular routines, they always learn a lot about how other kids live and often discover new hobbies that they never knew even existed. They also learn a little about themselves. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. The series meets the educational and informational objectives of the FCC's Children's Programming requirements.

<b>Other Matters (3 of 9)</b>	<b>Response</b>
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Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals. Episode synopses are a part of this file.

**Other Matters (4 of 9)**

**Response**

Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/8:30AM
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 an Emmy Award winning science education program. Originally produced for public television, Dragonfly TV engages children, parents and teachers in accessible, hands-on science activities. Dragonfly TV is designed to appeal to children ages 13-16 from diverse ethnic, socioeconomic, and educational backgrounds and meets the educational and informational objectives of the FCC's Programming requirements. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. By modeling and celebrating children's science capabilities, Dragonfly TV shows that if kids can dream it, they can do it!

**Other Matters (5 of 9)**

**Response**

Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday/9:00AM

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 includes dog safety and care tips, as well as informative segments on dog breeds, habits, training and exercise also veterinary experts explain different issues affecting canines. Also included are recommended reading lists about dogs, and children are encouraged to use their writing and creative skills with essay and art contests.

<b>Other Matters (6 of 9)</b>		<b>Response</b>
Program Title		Missing
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday/9:30AM
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	8 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The program serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life stories using various resources to help find the missing people. Episode synopses are a part of this file.

<b>Other Matters (7 of 9)</b>		<b>Response</b>
Program Title		Jack Hanna Into the Wild
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday 7:00am
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.		Jack Hanna Into the Wild is a live action television program designed to meet the educational and informational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. The beginning of each program includes a 15 second video billboard with the recommended rating TV-G E/I.

<b>Other Matters (8 of 9)</b>	
	<b>Response</b>
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8:00am
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.	Mad About is a children's program that conveys important messages about Life Skills such as personal finance, health and nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.

<b>Other Matters (9 of 9)</b>	
	<b>Response</b>
Program Title	Animal Exploration with Jarod
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 8:30am
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.	Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Animal Exploration entertains, informs, and inspires viewers as Jarod interacts with creatures in unexpected ways. Jarod's unique perspective on creatures large and small is seen in episodes such as "Need for Speed," in which viewers learn about the fast-paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking and deadly resemblance to the velociraptor. Each week's show features a "Did You Know?" segment, enabling viewers to take away something from the show that they can use in their own backyards. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human/animal interaction in the face of an ever-changing 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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>KXAN, Inc.</b></p>

## Attachments

No Attachments.