

Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 09/30/2011

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KUCW	30 (analog) 48 (digital)	ODGEN	UT	WEBER	84404
Licensee Name					
HIGH PLAINS BROADCASTING LICENSE COMPANY LLC					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network CW	Salt Lake City	www.cw30.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
1136	KUWB	10/01/2014			

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).

3 hours

3. (a) 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. §73.673?

Y

(b) Identify publishers who were sent information in 3(a).

TRIBUNE MEDIA SERVICES, COMCAST CABLE TV, SALT LAKE TRIBUNE, DESERET NEWS, VVI, FYI TELEVISION, TV GUIDE
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4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

[There are no analog core program reports.]

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.

3 hours

(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?

Y

(c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.

Y

If No to 7(c), submit as an Exhibit a Statement of Explanation.

- 8. (a) 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.
- (b) 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. §73.671.
- 9. (a) 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. §73.673?
- (b) Identify publishers who were sent information in 9(a).

168 hours
3 hours
Y

TRIBUNE MEDIA SERVICES, COMCAST CABLE TV, SALT LAKE TRIBUNE, DESERET NEWS, VVI, FYI TELEVISION, TV GUIDE

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Digital Core Program #1		Origination	
MAGI-NATION		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY 7-730AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.			

Title of Digital Core Program #2		Origination	
MAGI-NATION		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY 730-8AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.			

Title of Digital Core Program #3		Origination	
LAURA MCKENZIE TRAVELER		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS 7-730AM	10		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

From the Forbidden City in China to the streets of New Orleans, Laura finds what's exciting and different about each location. She also brings voluntourism to television when celebrities join her in Africa. Laura McKenzie is the number one television travel expert in the country.

Title of Digital Core Program #4			Origination	
LIVE LIFE AND WIN			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
SUNDAYS 7-730AM	1			
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
	From	To		
30 minutes	13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>The series features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community. Considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.</p>				

Title of Digital Core Program #5			Origination	
PETS.TV			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
SUNDAYS 730-8AM	13			
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
	From	To		
30 minutes	13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.</p>				

Title of Digital Core Program #6			Origination	
MAD ABOUT MONEY			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
SUNDAYS 8-830AM	13			
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
	From	To		
3 minutes	13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>Mad About Money conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation 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 improve comedy, eye-catching animation, music videos, humorous "man on the street" interviews and viewer created questions about life's issues.</p>				

Title of Digital Core Program #7			Origination	

MISSING		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS 830-9AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Missing is a nationally-syndicated weekly television series featuring actual cases of missing persons, both children and adults, from across North America. Working with local, state and federal law enforcement agencies, including the FBI, and missing person's organizations such as The National Center for Missing and Exploited Children, our goal is to provide viewers with vital facts about missing individuals and to increase public awareness.			

Title of Digital Core Program #8		Origination	
ANIMAL RESCUE		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS 9-930AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	1 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Animal Rescue is a weekly half-hour program showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people all over the world who help sick, injured or abused animals. This program also instructs children on the proper care of animals and provides safety tips on how to interact with all kinds of creatures in the animal kingdom. Animal Rescue is aimed at children and families who want to learn more about animal treatment, care and protection.			

Title of Digital Core Program #9		Origination	
PETS.TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS 930-10AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.			

Title of Digital Core Program #10		Origination	
GINDA D KIDS CLUB		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAYS 7-10AM (KUCW DT2-COUNTRY NETWORK)	78		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes			

	2 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In these days of uncertainty and often times questionable role models, Gina and her crew set the standard and present examples which help the young viewer to learn and repeat socially positive behaviors. Gina is an excellent role model who is warm and honest. An unbeatable combination designed to reassure and teach. Topics that are addressed included the nature of sound, safety, and defining parts of the day. All topics are treated with appropriate educational seriousness but still they are able to retain the humor and charm which captivates and entertains children.</p>			

11. 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 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? Y
- If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.
- [There are no digital non-core program reports.]*

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.
- [There are no digital sponsored core program broadcast reports.]*
- [There are no digital sponsored core program detail reports.]*

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origination	
MAGI-NATION	NETWORK	
Regular Schedule	Total Times to be Aired	
SATURDAYS 7-730AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	7 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.</p>		

Title of Planned Core Program #2	Origination	
MAGI-NATION	NETWORK	
Regular Schedule	Total Times to be Aired	
SATURDAYS 730-8AM	13	
Length of Program	Age of Target Audience	
	From	To

30 minutes	From	To
	7 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans to protect their world. By focusing on the thrilling adventures of Tony, Edyn and Stag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.</p>		

Title of Planned Core Program #3	Origination	
LIVE LIFE AND WIN	SYNDICATED	
Regular Schedule	Total Times to be Aired	
SUNDAYS 7-730AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>The series features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community. Considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.</p>		

Title of Planned Core Program #4	Origination	
PETS.TV	SYNDICATED	
Regular Schedule	Total Times to be Aired	
SUNDAYS 730-8AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.</p>		

Title of Planned Core Program #5	Origination	
MAD ABOUT MONEY	SYNDICATED	
Regular Schedule	Total Times to be Aired	
SUNDAYS 8-830AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		

Mad About Money conveys important messages about life skills such as personal finance, health and nutrition, fitness, conversation 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.

Title of Planned Core Program #6		Origination	
MISSING		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAYS 830-9AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Missing is a nationally-syndicated weekly television series featuring actual cases of missing persons, both children and adults, from across North America. Working with local, state and federal law enforcement agencies, including the FBI, and missing person's organizations such as The National Center for Missing and Exploited Children, our goal is to provide viewers with vital facts about missing individuals and to increase public awareness.			

Title of Planned Core Program #7		Origination	
ANIMAL RESCUE		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAYS 9-930AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		1 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Animal Rescue is a weekly half-hour program showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people all over the world who help sick, injured or abused animals. This program also instructs children on the proper care of animals and provides safety tips on how to interact with all kinds of creatures in the animal kingdom. Animal Rescue is aimed at children and families who want to learn more about animal treatment, care and protection.			

Title of Planned Core Program #8		Origination	
PETS.TV		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAYS 930-10AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health and Pet Lifestyles brought to you from the enthusiastic and caring eyes of children. PetsTV.com is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals. At PetsTV.com we believe pets are a precious gift and that: The solution to the problem of homeless pets is to have mandatory low cost spay /neuter programs. Every county and/or city should have a shelter that meets humane standards, promotes adoption and requires spay/neuter before adoption. We have a duty to work to improve the living conditions of mistreated companion animals and to raise public awareness about them. Public officials have an obligation to pursue policy initiatives and legislation that protect the health and welfare of companion animals. We strongly believe that most pet owners consider their pets to be an absolute part of their family and PetsTV.com will endeavor to reflect the joy, love and benefits they provide.			

Title of Planned Core Program #9		Origination	
GINA D KIDS CLUB		SYNDICATED	

Regular Schedule		Total Times to be Aired	
SATURDAYS 7-10AM (KUCW DT2-COUNTRY NETWORK)		78	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In these days of uncertainty and often times questionable role models, Gina and her crew set the standard and present examples which help the young viewer to learn and repeat socially positive behaviors. Gina is an excellent role model who is warm and honest. An unbeatable combination designed to reassure and teach. Topics that are addressed included the nature of sound, safety, and defining parts of the day. All topics are treated with appropriate educational seriousness but still they are able to retain the humor and charm which captivates and entertains children.</p>			

15. 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. §73.3526(e)(11)(iii)?

Y

16. Identify the licensee's children's programming liaison.

Name		Telephone Number	
SHARA MEREDITH		(801) 975-4580	
Address		E-mail Address	
2175 WEST 1700 SOUTH		SMEREDITH@CW30.COM	
City	State	ZIP Code	
SALT LAKE CITY	UT	84104	

17. 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 non-core 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. §73.671, NOTES 2 and 3.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
HIGH PLAINS BROADCASTING LICENSE COMPANY LLC	
Date	
10/06/2011	