

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: 03/31/2010

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KUCW	30 (analog)	OGDEN	UT	WEBER	84404
	48 (digital)				
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
--

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	
THE WINX CLUB		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY 7AM MT	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The Winx Club: 6-11 years The Winx Club utilizes fairies, castles, magical caverns and timeless villages as a backdrop for coming-of-age instruction, group problem-solving and important social and emotional lessons. The Winx Club adventures follow an ?ordinary? earth-girl named Bloom and her four best friends, Tecna, Musa, Flora and Stella-together known as the Winx Club- through their life at the Alfea Boarding School as they together face the challenges of growing up, navigating the pressures of school and saving the universe! Along the way, the girls learn that there is no such thing a ordinary when you believe in yourself. As hard-working, diligent teenagers who care about the world, the Winx fairies are empowering role models to children.</p>			

Title of Digital Core Program #2		Origination	
THE WINX CLUB		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY 730AM MT	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The Winx Club: 6-11 years The Winx Club utilizes fairies, castles, magical caverns and timeless villages as a backdrop for coming-of-age instruction, group problem-solving and important social and emotional lessons. The Winx Club adventures follow an ?ordinary? earth-girl named Bloom and her four best friends, Tecna, Musa, Flora and Stella-together known as the Winx Club- through their life at the Alfea Boarding School as they together face the challenges of growing up, navigating the pressures of school and saving the universe! Along the way, the girls learn that there is no such thing a ordinary when you believe in yourself. As hard-working, diligent teenagers who care about the world, the Winx fairies are empowering role models to children.</p>			

Title of Digital Core Program #3		Origination	
THE ULTIMATE CHOICE FAMILY		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 730AM MT	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>Eight young adults embark on an Ultimate Choice adventure like none before as they surrender the dizzying pace of their regular lives and discover a whole new world in UC Wild West. Home for this season is an authentic working cattle ranch in the mountains of New Mexico, complete with real live cowboys. The cast is stretched to their physical limits with cowboy challenges such as riding, roping, penning and mounted shooting, plus taken</p>			

to the edge with other adventures off the ranch such as rock climbing, bicycle racing in the mountains and a concluding event for the event winter that helps Ultimate Choice soar to new heights. Along the way the UCW cast tackles incredibly gripping issues that are in the face of young people daily such as: the pressure to fit in, pornography, drug abuse, eating disorders, date rape, violence, healthy and unhealthy relationships, perseverance, selfishness and deception in the media.

Title of Digital Core Program #4		Origination	
AQUA KIDS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 8AM MT	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			
Aqua Kids is a leading educational series that teaches kids of all ages the importance of protecting our nation's aquatic environments. This Emmy Award Winning Series strives to show kids that with a little dedication and the right attitude, they have the ability to make a difference within their own communities.			

Title of Digital Core Program #5		Origination	
MISSING		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 830AM MT	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 #6		Origination	
ANIMAL RESCUE		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 9AM MT	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 #7		Origination	
PETS.TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 930AM MT	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.

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		
THE WINX CLUB	NETWORK		
Regular Schedule	Total Times to be Aired		
SATURDAY 7AM MT	3		
Length of Program	Age of Target Audience		
	From	To	
30 minutes	6 years	11 years	

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

The Winx Club utilizes fairies, castles, magical caverns and timeless villages as a backdrop for coming-of-age instruction, group problem-solving and important social and emotional lessons. The Winx Club adventures follow an "ordinary" earth-girl named Bloom and her four best friends, Tecna, Musa, Flora and Stella-together known as the Winx Club- through their life at the Alfea Boarding School as they together face the challenges of growing up, navigating the pressures of school and saving the universe! Along the way, the girls learn that there is no such thing as an ordinary when you believe in yourself. As hard-working, diligent teenagers who care about the world, the Winx fairies are empowering role models to children.

Title of Planned Core Program #2	Origination		
MAGICAL DoReMi	NETWORK		
Regular Schedule	Total Times to be Aired		
SATURDAY 7AM MT	10		

Length of Program	Age of Target Audience	
30 minutes	From	To
	3 years	7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>A magical, musical odyssey through the secret world of witches-in-training, Magical DoReMi is the story of three 3rd graders and best friends who-armed with the power of music and the desire to make the world a better place-embark on a journey to become full-fledged witches. These Witchlings, as they are known in the Lunaverse, must go through eight stages of apprenticeship which take them on endless adventures and introduce them to a cast of colorful characters. The series was produced with the primary purpose of educating and informing children ages 3-7 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, information and tools that are identifiable and meaningful to both boys and girls.</p>		

Title of Planned Core Program #3	Origination	
THE WINX CLUB	NETWORK	
Regular Schedule	Total Times to be Aired	
SATURDAY 730AM MT	13	
Length of Program	Age of Target Audience	
30 minutes	From	To
	6 years	11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>The Winx Club utilizes fairies, castles, magical caverns and timeless villages as a backdrop for coming-of-age instruction, group problem-solving and important social and emotional lessons. The Winx Club adventures follow an "ordinary" earth-girl named Bloom and her four best friends, Tecna, Musa, Flora and Stella-together known as the Winx Club- through their life at the Alfea Boarding School as they together face the challenges of growing up, navigating the pressures of school and saving the universe! Along the way, the girls learn that there is no such thing a ordinary when you believe in yourself. As hard-working, diligent teenagers who care about the world, the Winx fairies are empowering role models to children.</p>		

Title of Planned Core Program #4	Origination	
THE ULTIMATE CHOICE FAMILY	SYNDICATED	
Regular Schedule	Total Times to be Aired	
SUNDAY 730AM MT	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		
<p>Eight young adults embark on an Ultimate Choice adventure like none before as they surrender the dizzying pace of their regular lives and discover a whole new world in UC Wild West. Home for this season is an authentic working cattle ranch in the mountains of New Mexico, complete with real live cowboys. The cast is stretched to their physical limits with cowboy challenges such as riding, roping, penning and mounted shooting, plus taken to the edge with other adventures off the ranch such as rock climbing, bicycle racing in the mountains and a concluding event for the event winter that helps Ultimate Choice soar to new heights. Along the way the UCW cast tackles incredibly gripping issues that are in the face of young people daily such as: the pressure to fit in, pornography, drug abuse, eating disorders, date rape, violence, healthy and unhealthy relationships, perseverance, selfishness and deception in the media.</p>		

Title of Planned Core Program #5	Origination	
AQUA KIDS	SYNDICATED	
Regular Schedule	Total Times to be Aired	
SUNDAY 8AM MT	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		
<p></p>		

Aqua Kids is a leading educational series that teaches kids of all ages the importance of protecting our nation's aquatic environments. This Emmy Award Winning Series strives to show kids that with a little dedication and the right attitude, they have the ability to make a difference within their own communities.

Title of Planned Core Program #6		Origination	
MISSING		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAY 830AM MT		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	
SUNDAY 9AM MT		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	
SUNDAY 930AM MT		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.			

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	
04/08/2010	