

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: 03/31/2011

Call Sign	Channel Numbers	Community of License			
KUCW	30 <i>(analog)</i>	City	State	County	ZIP Code
	48 <i>(digital)</i>	OGDEN	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	KUWV			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.

168 hours

(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.

3 hours

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?

Y

(b) Identify publishers who were sent information in 9(a).

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	
CUBIX: ROBOTS FOR EVERYONE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-empions	
SATURDAYS/7-7:30AM MT	7		
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			
Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart D. K's evil schemes to take control of Bubble Town's robots. . Cubix includes the reinforcement of age-appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment.			

Title of Digital Core Program #2		Origination	
MAGI-NATION		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAYS/7-7:30AM MT	6		
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			
<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 Digital Core Program #3		Origination	
CUBIX: ROBOTS FOR EVERYONE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAYS/7:30-8AM MT	7		
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>Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart D. K's evil schemes to take control of Bubble Town's robots. . Cubix includes the reinforcement of age-appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment.</p>			

Title of Digital Core Program #4		Origination	
MAGI-NATION		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAYS/7:30-8AM MT	6		
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 #5		Origination	
LAURA MCKENZIE TRAVELER		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS/7-7:30AM 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

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 #6		Origination	
PETS.TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS/7:30-8AM 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

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 #7		Origination	
MAD ABOUT MONEY		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

SUNDAYS/8-8:30AM MT		13		
Length of Program		Age of Target Audience		E/I Symbol Used As Required
30 minutes		From	To	Y
		13 years	16 years	
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 improv 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 #8			Origination	
MISSING			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
SUNDAYS/8:30-9AM MT	13			
Length of Program		Age of Target Audience		E/I Symbol Used As Required
30 minutes		From	To	Y
		13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>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.</p>				

Title of Digital Core Program #9			Origination	
ANIMAL RESCUE			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
SUNDAYS/9-9:30AM MT	13			
Length of Program		Age of Target Audience		E/I Symbol Used As Required
30 minutes		From	To	Y
		1 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>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.</p>				

Title of Digital Core Program #10			Origination	

PETS.TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAYS/9:30-10AM 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>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>			

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/7-7:30AM MT		13	
Length of Program		Age of Target Audience	
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 #2		Origination	
MAGI-NATION		NETWORK	
Regular Schedule		Total Times to be Aired	
SATURDAYS/7:30-8AM MT		13	
Length of Program		Age of Target Audience	
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	
LAURA MCKENZIE TRAVELER		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAYS/7-7:30AM 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>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.</p>			

Title of Planned Core Program #4		Origination	
PETS.TV		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAYS/7:30-8AM 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>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/8-8:30AM 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>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 Planned Core Program #6		Origination	
MISSING		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUNDAYS/8:30-9AM 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	
SUNDAYS/9-9:30AM 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	
SUNDAYS/9:30-10AM 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	
03/31/2011	