

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: 03/31/2009

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	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.

Title of Analog Core Program #1		Origination	
WILL AND DEWITT		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY, 7AM MT	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	30 minutes	From	
	3 years	7 years	Y

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

WILL and DEWITT is a series steeped in self-discovery and personal accomplishment, Will and Dewitt proves that sometimes the smallest victories are the greatest. A. Providing viewers with instructions and reinforcement involving hands-on skill and safety learning. Viewers are trying, buttoning, and zipping; using writing instruments; fastening auto seatbelts; playground safety behaviors and more. B. Helping viewers gain appropriate life skills and behaviors, such as giving and following directions, functioning as a member of a team, and making a new friend-intended to aid them to take a meaningful role in their environment. To teach and provide practice to viewers on fundamental knowledge-based learning and skills, including the alphabet, language, numbers, colors, sequences, shapes and directions. C. Giving views a basic understanding of the elements of music, and an appreciation of music itself. This learning is geared to foster creativity and enhance learning in a number of other subject areas, notably including mathematics, language and literature. D. Aiding viewers to learn and employ sound critical thinking and problem solving skills in order to better equip them to handle conflicts and manage everyday situations. E. Encouraging viewers to develop positive personal qualities and pro-social behaviors. Positive personal qualities include kindness, initiative, creativity, and courage. Positive pro-social behaviors include helpfulness, loyalty, cooperation, and leadership.

Title of Analog Core Program #2		Origination	
GOGORIKI		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY, 830AM MT	13	0	
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>They're raucously round! Crazy cute! Fantastically funny! Meet the GOGORIKI- a circle of best friends whose zany adventures always result in loads of laughs! This is not your typical cartoon series? not by a long shot. First, the GOGORIKI live in a safe, violence-free world in which the stories revolve around characters and comedy ? not conflict. Second, the stars of the show are animal-types shaped like balls of fun?each one reminiscent of personalities filled with infectious charm to whom we all can relate. And finally, there is no standard antagonist or ?bad guy? ? the energy for each adventure is derived from the crazy antics that result from amusing mishaps and hysterical situations ? with various levels of humor that will appeal to the entire family. Along the way viewers young and old are gently reminded of the values and ideals to which we all should aspire: friendship, loyalty, respect, tolerance, compassion and peace. So go for comedy ? go for adventure - go for characters the whole family will love. Go for GOGORIKI!</p>			

Title of Analog Core Program #3		Origination	
AQUA KIDS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY, 8AM MT	13	0	
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>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.</p>			

Title of Analog Core Program #4		Origination	
ULTIMATE CHOICE		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY, 830AM MT	13	0	
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 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 Analog Core Program #5		Origination	
ANIMAL RESCUE		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY, 9AM MT	13	0	

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 Analog Core Program #6		Origination	
WHADDAYADO		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY, 930AM MT	13	0	
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			
Whaddayado (What do you do?) is a weekly half-hour educational series which chronicles real-life stories involving ordinary teens who find themselves caught in perilous and challenging situations. Through dramatic re-enactments, or real-life footage, Whaddayado skillfully documents these events, interviews the participants, and talks to various experts, who explain how best to react. Also, in an effort to help young people make the RIGHT decision at the RIGHT moment, there is a moral dilemma featured in each show. Whaddayado is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based on reality. Each episode is closed-captioned and E/I inscribed throughout.			

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.

Title of Analog Non-Core Program #1		Origination	
WILD AMERICA		S	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY, 630AM MT	13	0	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	1 years	16 years	
Does the program have educating and informing children ages 16 and under as a significant purpose?			Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?			Y
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. §73.673?			Y
Description of Program			
Wild America is a half-hour weekly program featuring interesting animals and locations around the world. The Host and Producer, Mary Stouffer, has many years of experience in producing nature films with an emphasis on conservationism. He teaches viewers of all ages how to interact with and respect nature.			
Date and Time Aired (if preempted and rescheduled)			

Title of Analog Non-Core Program #2		Origination	
LAURA MCKENZIE		S	

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 6AM, MT	13	0	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Does the program have educating and informing children ages 16 and under as a significant purpose?			Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?			Y
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. §73.673?			Y
Description of Program			
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.			
Date and Time Aired (if preempted and rescheduled)			

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

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.
[There are no digital core program reports.]

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?
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	
WILL AND DEWITT		NETWORK	
Regular Schedule		Total Times to be Aired	
SATURDAY, 7AM MT		1	
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>WILL and DEWITT is a series steeped in self-discovery and personal accomplishment, Will and Dewitt proves that sometimes the smallest victories are the greatest. A. Providing viewers with instructions and reinforcement involving hands-on skill and safety learning. Viewers are trying, buttoning, and zipping; using writing instruments; fastening auto seatbelts; playground safety behaviors and more. B. Helping viewers gain appropriate life skills and behaviors, such as giving and following directions, functioning as a member of a team, and making a new friend-intended to aid them to take a meaningful role in their environment. To teach and provide practice to viewers on fundamental knowledge-based learning and skills, including the alphabet, language, numbers, colors, sequences, shapes and directions. C. Giving views a basic understanding of the elements of music, and an appreciation of music itself. This learning is geared to foster creativity and enhance learning in a number of other subject areas, notably including mathematics, language and literature. D. Aiding viewers to learn and employ sound critical thinking and problem solving skills in order to better equip them to handle conflicts and manage everyday situations. E. Encouraging viewers to develop positive personal qualities and pro-social behaviors. Positive personal qualities include kindness, initiative, creativity, and courage. Positive pro-social behaviors include helpfulness, loyalty, cooperation, and leadership.</p>			

Title of Planned Core Program #2		Origination	
GOGORIKI		NETWORK	
Regular Schedule		Total Times to be Aired	
SATURDAY, 8AM MT		12	
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>They're raucously round! Crazy cute! Fantastically funny! Meet the GOGORIKI- a circle of best friends whose zany adventures always result in loads of laughs! This is not your typical cartoon series? not by a long shot. First, the GOGORIKI live in a safe, violence-free world in which the stories revolve around characters and comedy ? not conflict. Second, the stars of the show are animal-types shaped like balls of fun?each one reminiscent of personalities filled with infectious charm to whom we all can relate. And finally, there is no standard antagonist or ?bad guy? ? the energy for each adventure is derived from the crazy antics that result from amusing mishaps and hysterical situations ? with various levels of humor that will appeal to the entire family. Along the way viewers young and old are gently reminded of the values and ideals to which we all should aspire: friendship, loyalty, respect, tolerance, compassion and peace. So go for comedy ? go for adventure - go for characters the whole family will love. Go for GOGORIKI!</p>			

Title of Planned Core Program #3		Origination	
GOGORIKI		NETWORK	
Regular Schedule		Total Times to be Aired	

SATURDAY, 830AM 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>They're raucously round! Crazy cute! Fantastically funny! Meet the GOGORIKI- a circle of best friends whose zany adventures always result in loads of laughs! This is not your typical cartoon series? not by a long shot. First, the GOGORIKI live in a safe, violence-free world in which the stories revolve around characters and comedy ? not conflict. Second, the stars of the show are animal-types shaped like balls of fun?each one reminiscent of personalities filled with infectious charm to whom we all can relate. And finally, there is no standard antagonist or ?bad guy? ? the energy for each adventure is derived from the crazy antics that result from amusing mishaps and hysterical situations ? with various levels of humor that will appeal to the entire family. Along the way viewers young and old are gently reminded of the values and ideals to which we all should aspire: friendship, loyalty, respect, tolerance, compassion and peace. So go for comedy ? go for adventure - go for characters the whole family will love. Go for GOGORIKI!</p>			

Title of Planned Core Program #4		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>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.</p>			

Title of Planned Core Program #5		Origination	
ULTIMATE CHOICE		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			
<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 #6		Origination	
ANIMBAL 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 #7		Origination	
WHADDAYADO		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			
Whaddayado (What do you do?) is a weekly half-hour educational series which chronicles real-life stories involving ordinary teens who find themselves caught in perilous and challenging situations. Through dramatic re-enactments, or real-life footage, Whaddayado skillfully documents these events, interviews the participants, and talks to various experts, who explain how best to react. Also, in an effort to help young people make the RIGHT decision at the RIGHT moment, there is a moral dilemma featured in each show. Whaddayado is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based on reality. Each episode is closed-captioned and E/I inscribed throughout.			

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	
04/06/2009	