

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: 12/31/2009 Filed on: 01/08/2010

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KFTY	<i>(analog)</i> 32 <i>(digital)</i>	Santa Rosa	CA	Sonoma	95401
Licensee Name					
High Plains Broadcasting License Company, LLC					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
	San Fran-Oakland-San Jose	www.kfty.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
34440		2014-12-01			

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

3.00 hours
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.	168.00 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.	3.00 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). KFTY TV provides information identifying the core programs to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, Nielsen Media & FYI Television	

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		Origin	
Jack Hanna's Animal Adventures		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays / 7:00am	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			
Each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and prosocial values within the environmentally responsible universe. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.			

Title of Digital Core Program #2		Origin	
Animal Explorations with Jared Miller		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays / 7:30am	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			
Animal Exploration with Jarod Miller is a half hour live action television program designed to meet the educational and informational needs of children. Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. In order for parents, children, and listing services to clearly identify the program as one that fulfills the FCC description of a program that meets kids' educational television needs, each episode will display the recommended rating TV-G E/I			

icon from beginning to end.

Title of Digital Core Program #3		Origin	
What's Up Que Pasa		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays / 8:00am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>What's Up! "Que Pasa" is a weekly multi-cultural show that emphasizes what we have in common with other cultures while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers. This program will be aired on both analog and main digital program stream. Each episode is a fast-paced half hour of music, humor and on-location antics that keeps children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the hosts include Health Rap, Travel Time, DJ's Mailbox, Papa's Show & Tell and Story Time. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</p>			

Title of Digital Core Program #4		Origin	
Saved By The Bell		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays / 8:30am	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>Meet young Zack Morris, perhaps the most enterprising student at the Bayside School in Palisades, California. By Zack's own admission, he loves school...too bad that classes get in the way. Saved By The Bell features six enterprising, adventurous teenage students with inventive schemes and mischievous dreams. The series follows the teens throughout their fun-filled days at Bayside school and their antic-filled nights at their favorite hangout, The Max. Told from the kids' point of view, Saved By The Bell presents the conflicts and chuckles that teen romances inevitably deliver. Zack sees himself as a heartthrob, and vies with new student A.C. Slater for the attentions of Kelly, the prettiest girl in the school. Often involved in their outlandish plots are Screech, the class clown and electronics genius, and Lisa, the school's fashion plate. Jessie tries to be the voice of sanity, often persuading the gang to do the right thing. School principal Mr. Belding tries desperately to connect with the younger generation but always misses the mark. But Max, owner of the hangout, knows how to reach the kids as he serves up dazzling magic tricks along with the hamburgers.</p>			

Title of Digital Core Program #5	Origin

Jack Hanna's Animal Adventures		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays / 7:00am	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>Each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and prosocial values within the environmentally responsible universe. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</p>			

Title of Digital Core Program #6		Origin	
Ultimate Choice		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays / 8:00am	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>This series follows eight teens through a carefully orchestrated extreme adventure against the breath-taking background of Lake Tahoe , California . They face cliff jumping, whitewater rafting, an ultimate choice obstacle course, the flying trapeze, paintball battles, ultimate rope courses, mountain scooters, hot air ballooning and much more. They live these adventures 24 hours each day, saying goodbye to their normal lives and hello to an experience that they will never forget. At the conclusion of each adventure, the teens discuss what they learned about themselves and life, as they develop their own convictions about each of the physical and moral issues. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Sunday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</p>			

11. (a) 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?
- (b) 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.

N
<u>View Statement of Explanation</u>

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		Origin	
Jack Hanna's Animal Adventures		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays / 7:00am		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>Each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and prosocial values within the environmentally responsible universe. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</p>			

Title of Planned Core Program #2		Origin	
Animal Explorations with Jared Miller		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays / 7:30am		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>Animal Exploration with Jarod Miller is a half hour live action television program designed to meet the educational and informational needs of children. Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. In order for parents, children, and listing services to clearly identify the program as one that fulfills the FCC description of a program that meets kids' educational television needs, each episode will display the recommended rating TV-G E/I icon from beginning to end.</p>			

Title of Planned Core Program #3		Origin	
What's Up! Que Pasa		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays / 8:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>What's Up! "Que Pasa" is a weekly multi-cultural show that emphasizes what we have in common with other cultures while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers. This program will be aired on both analog and main digital program stream. Each episode is a fast-paced half hour of music, humor and on-location antics that keeps children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the hosts include Health Rap, Travel Time, DJ's Mailbox, Papa's Show & Tell and Story Time. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</p>			

Title of Planned Core Program #4		Origin	
Saved By The Bell		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays / 8:30am		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>Meet young Zack Morris, perhaps the most enterprising student at the Bayside School in Palisades, California. By Zack's own admission, he loves school...too bad that classes get in the way. Saved By The Bell features six enterprising, adventurous teenage students with inventive schemes and mischievous dreams. The series follows the teens throughout their fun-filled days at Bayside school and their antic-filled nights at their favorite hangout, The Max. Told from the kids' point of view, Saved By The Bell presents the conflicts and chuckles that teen romances inevitably deliver. Zack sees himself as a heartthrob, and vies with new student A.C. Slater for the attentions of Kelly, the prettiest girl in the school. Often involved in their outlandish plots are Screech, the class clown and electronics genius, and Lisa, the school's fashion plate. Jessie tries to be the voice of sanity, often persuading the gang to do the right thing. School principal Mr. Belding tries desperately to connect with the younger generation but always misses the mark. But Max, owner of the hangout, knows how to reach the kids as he serves up dazzling magic tricks along with the hamburgers.</p>			

Title of Planned Core Program #5		Origin	
Jack Hanna's Animal Adventures		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sundays / 7:00am		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>Each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and prosocial values within the environmentally responsible universe. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Saturday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</p>		

Title of Planned Core Program #6	Origin	
Ultimate Choice	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Sundays / 8:00am	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>This series follows eight teens through a carefully orchestrated extreme adventure against the breath-taking background of Lake Tahoe , California . They face cliff jumping, whitewater rafting, an ultimate choice obstacle course, the flying trapeze, paintball battles, ultimate rope courses, mountain scooters, hot air ballooning and much more. They live these adventures 24 hours each day, saying goodbye to their normal lives and hello to an experience that they will never forget. At the conclusion of each adventure, the teens discuss what they learned about themselves and life, as they develop their own convictions about each of the physical and moral issues. This program meets the definition of "core programming" because: 1) it serves the educational and informational needs of children ages 16 and under, 2) it airs between 7AM and 10PM, 3) it is regularly scheduled on Sunday, 4) it is 30:00 in length, 5) it displays the E/I symbol throughout the program, and 6) the educational/informational objective and target audience for this program are provided to program guide publishers.</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	
John Burgess	(707) 526-5050	
Address	E-mail Address	
533 Mendocino Avenue	john@kfty.com	
City	State	ZIP Code
Santa Rosa	CA	95401

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.

As the Commission is aware, the station ceased analog operation and commenced post-transition digital operation on February 17, 2009.

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	
1/08/2010	